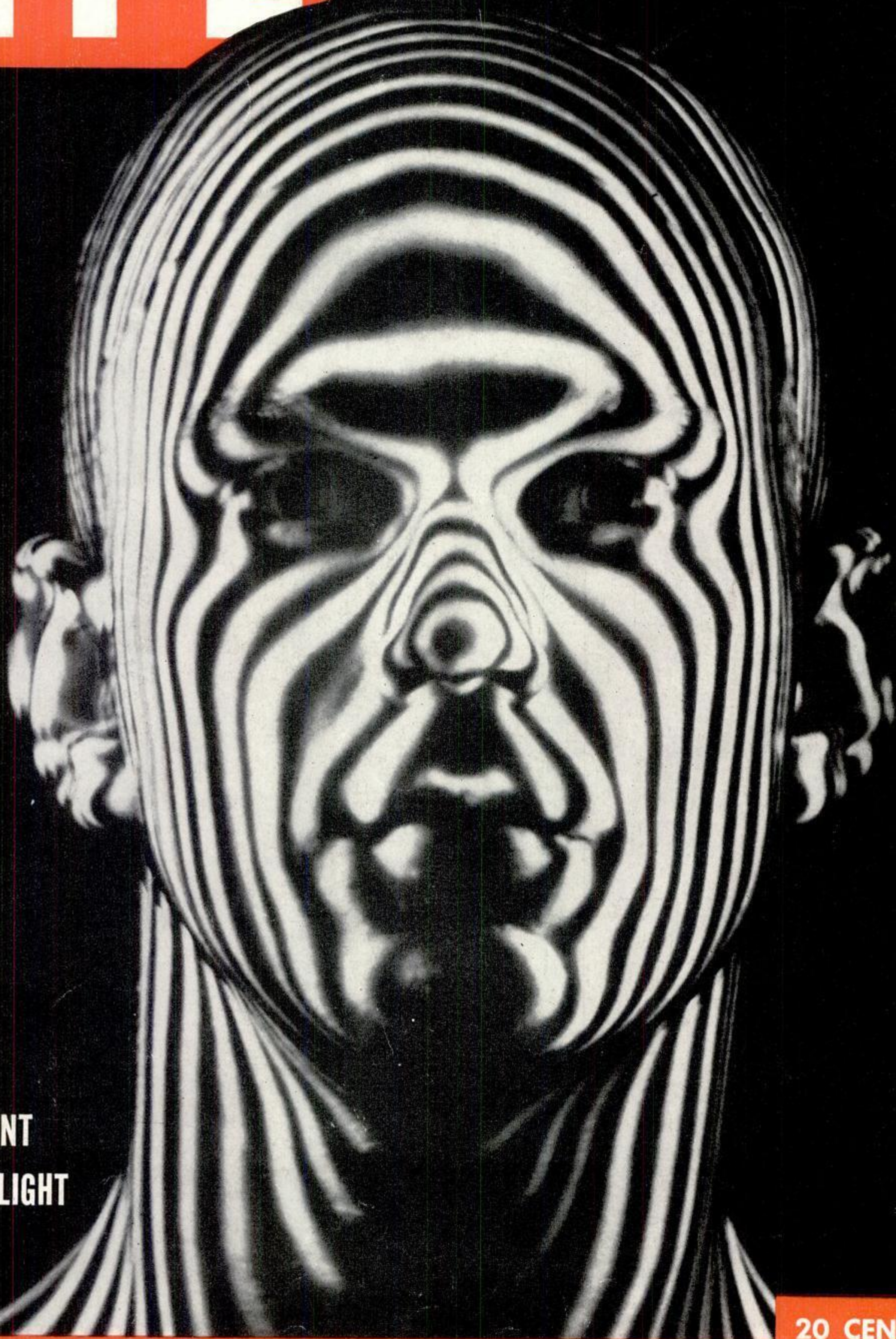


# LIFE

AIRMEN GIRD FOR THE NEW JET AGE  

---

HOW REDS USE OLD-STYLE BLACKMAIL



MEASUREMENT  
FOR FUTURE FLIGHT

20 CENTS

DECEMBER 6, 1954

REG. U. S. PAT. OFF.





## Pinwheel Cake

No frosting! Easy to make with  
Baker's Chocolate and Carnation Milk!

**For cake . . .** 4 squares Baker's Unsweetened Chocolate  
1 3/4 cups sifted Swans Down Cake Flour  
1 1/2 cups sugar—1 teaspoon salt

2 teaspoons Calumet Baking Powder  
1/4 teaspoon soda—1/2 cup shortening

1 1/4 cups Carnation Evaporated Milk, undiluted  
1 teaspoon vanilla—2 eggs

**For filling . . .** 1 square Baker's Unsweetened Chocolate,  
melted and cooled  
1/3 cup Carnation Evaporated Milk, undiluted

2/3 cup vegetable shortening—1/4 teaspoon salt  
1/2 cup sugar—1 teaspoon vanilla—1 tablespoon water

**For cake—** Melt 2 squares chocolate. Sift dry ingredients. Stir shortening to soften. Add sifted ingredients, 1 cup milk, vanilla. Blend. Beat 2 minutes at low mixer speed or 300 strokes by hand. Add eggs, remaining milk, melted chocolate. Beat 1 minute. Pour into two 9-inch layer pans lined on bottoms with paper. For topping and filling, see below . . .

# Terrific NEW cake idea!

CHOCOLATE TOPPING BAKED RIGHT IN



**For topping,** melt remaining 2 squares chocolate and pour into circles on top of layers. (Remember—only Baker's gives you the superb chocolate flavor that makes this cake and topping so rich, so delicious!)



**Make swirls** on top with rubber spatula to form pattern. Bake about 30 minutes in moderate oven (350°F.). While cake cools, combine ingredients for delicious filling. Whip 10 minutes, or until very fluffy.



**Split layers** to form 4 layers. Spread 2/3 cup filling between each layer. A spectacular cake—rich and luscious because you use Baker's Chocolate and Carnation Milk. Extra-delicious when chilled!

**BAKER'S  
CHOCOLATE**



**Carnation MILK**

Be sure to use CARNATION—double-rich milk with special blending qualities. And remember—chocolate makes it good, but Baker's makes it best! Only Baker's Chocolate is Premium No. 1.



# B.F. Goodrich

## —the inventor of Tubeless Tires,

## answers your questions about them

### Q. Just how is the Tubeless different from regular tires?

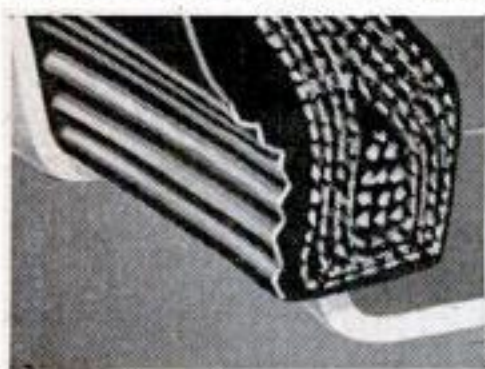
A. At a glance they look alike. The basic difference is that the Tubeless needs no inner tube to hold air.

### Q. Aren't the new Tubeless Tires something like the old bicycle tires?

A. Far from it. The old bike tire was a complete ring of rubber, hollow on the inside, like a hose. The only opening was for the valve stem. The new Tubeless is open between the beads, the same as tires with tubes. The wheel rim seals off the air chamber.

### Q. What holds the air in?

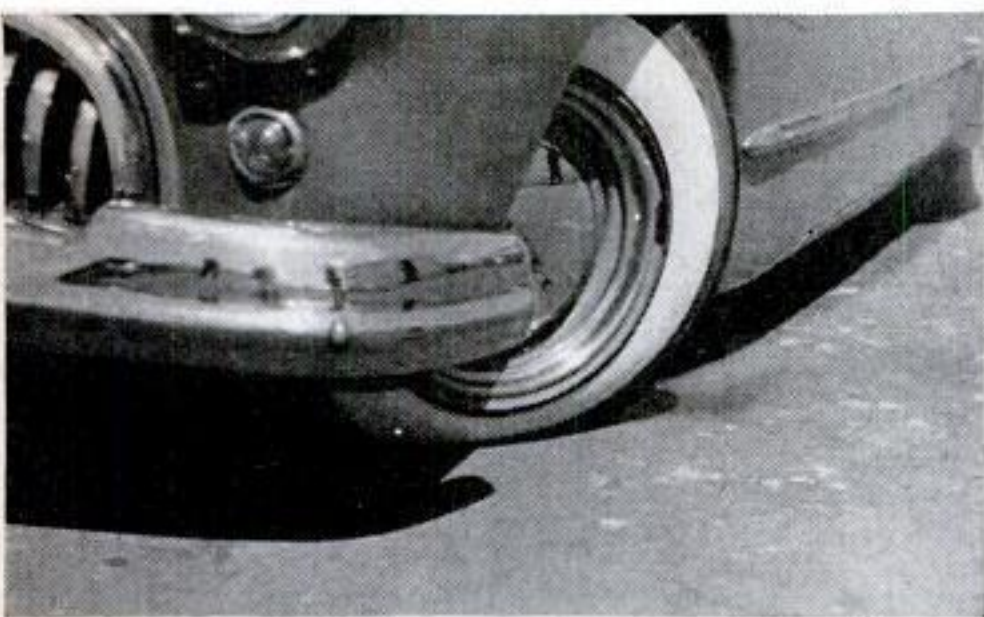
A. A series of concentric rubber ridges around the outer bead that press against the rim flange. Plus an



inner liner of special rubber, bonded to the tire, through which no air can seep.

### Q. What holds the Tubeless on the rim?

A. The same thing that holds a regular tire and tube to the rim: air pressure. The inner tube has nothing



to do with it. A Tubeless Tire hugs the rim even more firmly than a regular tire, due to its rim-seal ridges.

### Q. What are the Tubeless advantages?

A. By eliminating the inner tube, it eliminates the source of most tire troubles. It's the inner tube that is subject to puncture flats and blowouts.

### Q. Who invented Tubeless Tires?

A. B. F. Goodrich. Today, the whole tire industry is switching to Tubeless Tires, following the pioneering lead of B. F. Goodrich. A tire that would need no inner tube has always been the goal of tire and auto

men. But nobody before was able to make a tubeless hold air permanently and deliver full mileage in service. Finally, B. F. Goodrich, with new concepts of design and new man-made rubbers, solved the problem. In 1947, B. F. Goodrich announced the first successful Tubeless passenger car tire. Over 6 years ago it went on sale.

### Q. Could I put Tubeless Tires on my present car?

A. You bet! They fit your standard wheels. One exception is wire wheels where the spoke holes aren't airtight. No extras to buy. They're easier to mount than regular tires when rims are in good condition.

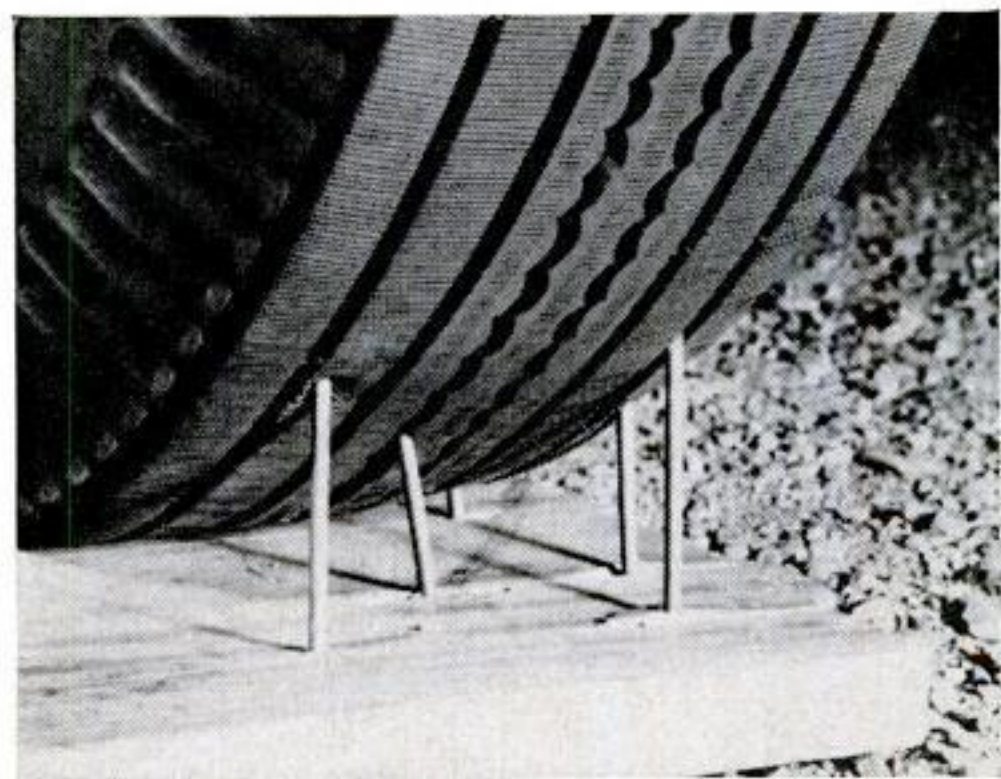


### Q. Are all Tubeless Tires alike?

A. Not at all. For instance, B. F. Goodrich makes two types: 1) The SAFETYLINER, which costs no more than a regular tire-and-tube, and comes on new cars as standard equipment. You can buy it for your present car from your B. F. Goodrich retailer. 2) The LIFE-SAVER, that seals punctures permanently. It's the Tubeless with the *mostest*!

### Q. Are Tubeless Tires "puncture proof"?

A. Any tire can be penetrated by a nail. If the tire has a tube, it quickly goes flat. If it's a B. F. Goodrich SAFETYLINER, the standard Tubeless Tire, loss of air is retarded. That's because the patented inner liner is not stretched, as a tube is, when the tire is inflated. It tends to grasp a puncturing object tightly and will hold air for a considerable time while the puncturing object remains in the tire. You have time to go to a service station, where small punctures can be repaired without even taking the tire from the wheel.



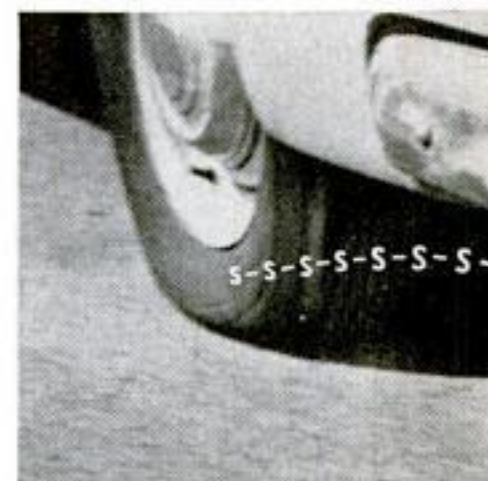
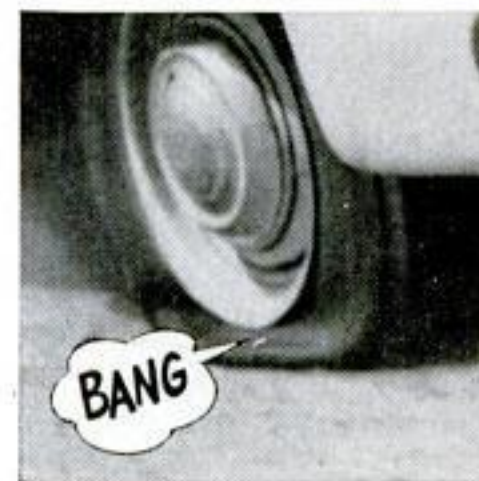
On the other hand, if it's a B. F. Goodrich LIFE-SAVER Tubeless Tire (above), no puncture repairs are

needed. LIFE-SAVER seals its own punctures with a patented sealant under the tread, nail in or out. The self-sealing repair is instant, automatic, permanent.

### Q. What about blowouts?

A. Because a Tubeless Tire is its own air container, with no inner tube to be pinched if the tire is damaged, it doesn't blow out suddenly from a bruise break like a tire and tube.

If a bruise weakness develops in the tire, it takes the



form of a slow leak in the special liner which is a patented feature of the B. F. Goodrich Tubeless Tire. A dangerous bruise blowout becomes a safe s-s-slowout.

### Q. Do Tubeless Tires last as long as tires with tubes?

A. Longer! On the average, B. F. Goodrich Tubeless Tires give about 10% more tread wear than tube-type tires of identical construction and design. That's because the Tubeless is lighter, more flexible.

### Q. Can they be repaired? Recapped?

A. Any repair that can be made on a tube-type tire can be made on a B. F. Goodrich Tubeless Tire. And they can be recapped just as easily as regular tires. In general, it's easier to service a Tubeless Tire than a regular one, because there's no tube to fuss with.

### Q. How much do they cost, and where can I get them?

A. Some Tubeless Tires are in the premium price class. But not the B. F. Goodrich SAFETYLINER. It costs no more than a regular tire and tube!

The B. F. Goodrich LIFE-SAVER, with patented puncture sealing and an extra manufacturing step that gives caterpillar-action skid protection, costs a little more but gives still more safety.

More than 3½ million B. F. Goodrich Tubeless Tires have been sold. They have been proved in over 50 billion miles of service.

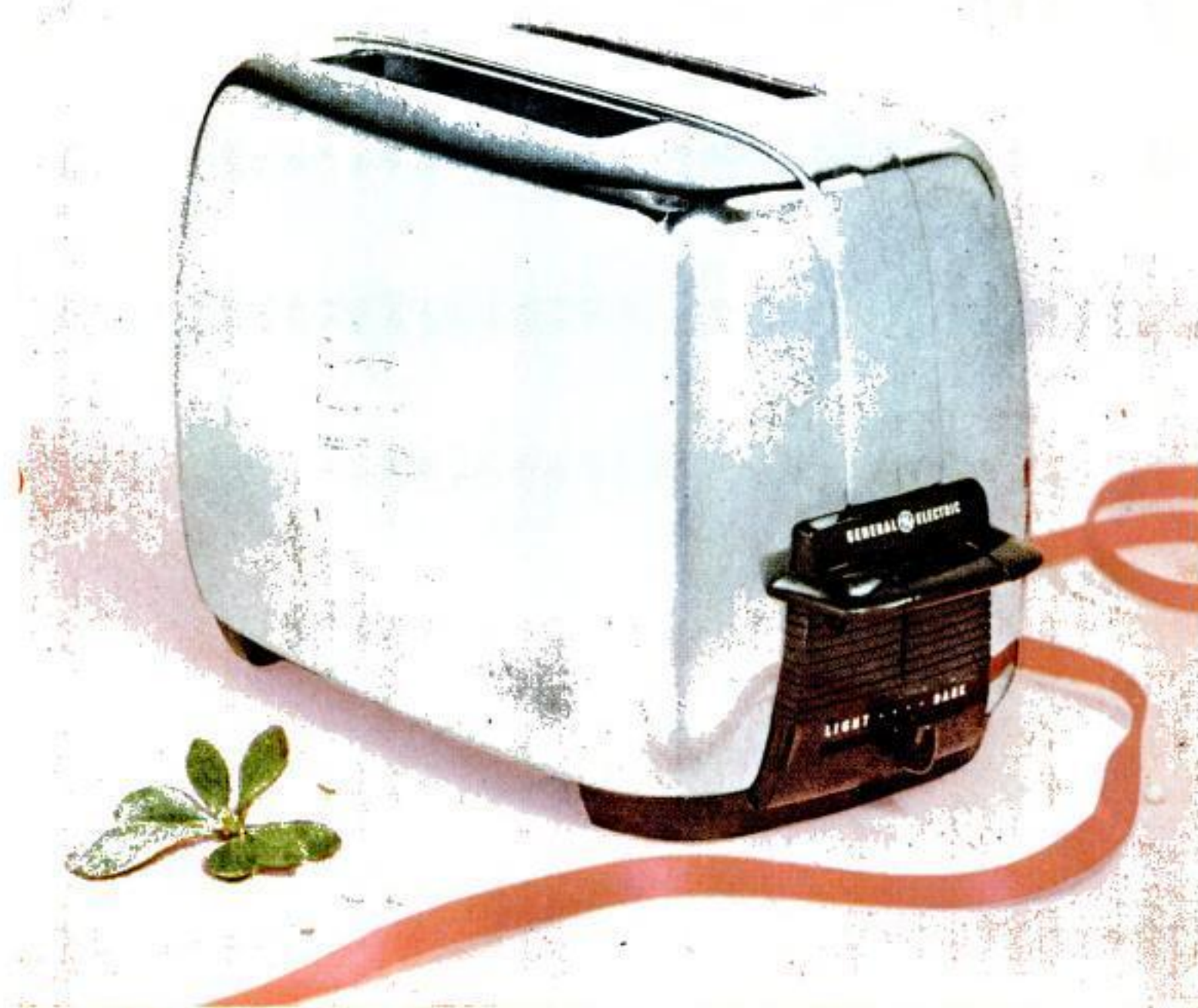
Only B. F. Goodrich has a six-year lead in use and proof. Only B. F. Goodrich has over 30,000 retailers Tubeless-trained to serve you.

Find the nearest retailer in the Yellow Pages under the listing "Tires—B. F. Goodrich." Low down payment puts a set on your car. Convenient terms.

**There are more B. F. Goodrich Tubeless Tires in use than all other makes combined**







**G-E AUTOMATIC TOASTER** has the most dependable automatic toasting mechanism ever developed. Extra-high toast lift, 6-position control for any shade of toast. Extra-large snap-out, snap-in crumb tray. **\$21.95\***

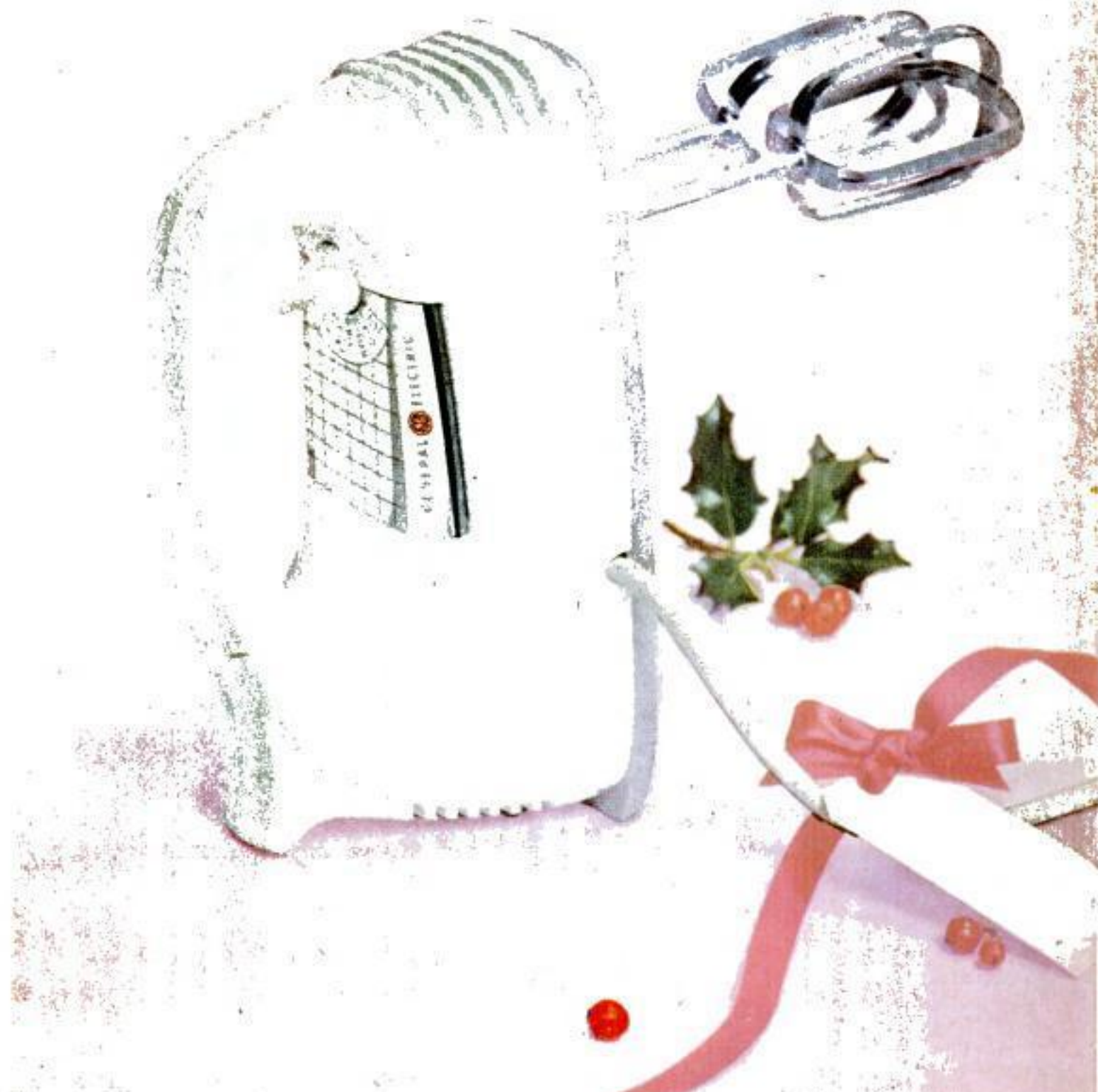


**G-E PORTABLE STEAM IRON**... It's compact, weighs only 1¾ pounds—and *steam*-presses clothes anywhere! (Remove bulb, and it's an automatic dry iron!) Handle folds for easy packing. Works on AC or DC. **\$14.95\***

**G-E SANDWICH GRILL and WAFFLE IRON.** With grill plates in position—sizzling sandwiches right at the table. With just a simple change of grids—golden-brown waffles! Automatic temperature control. **\$22.50\***



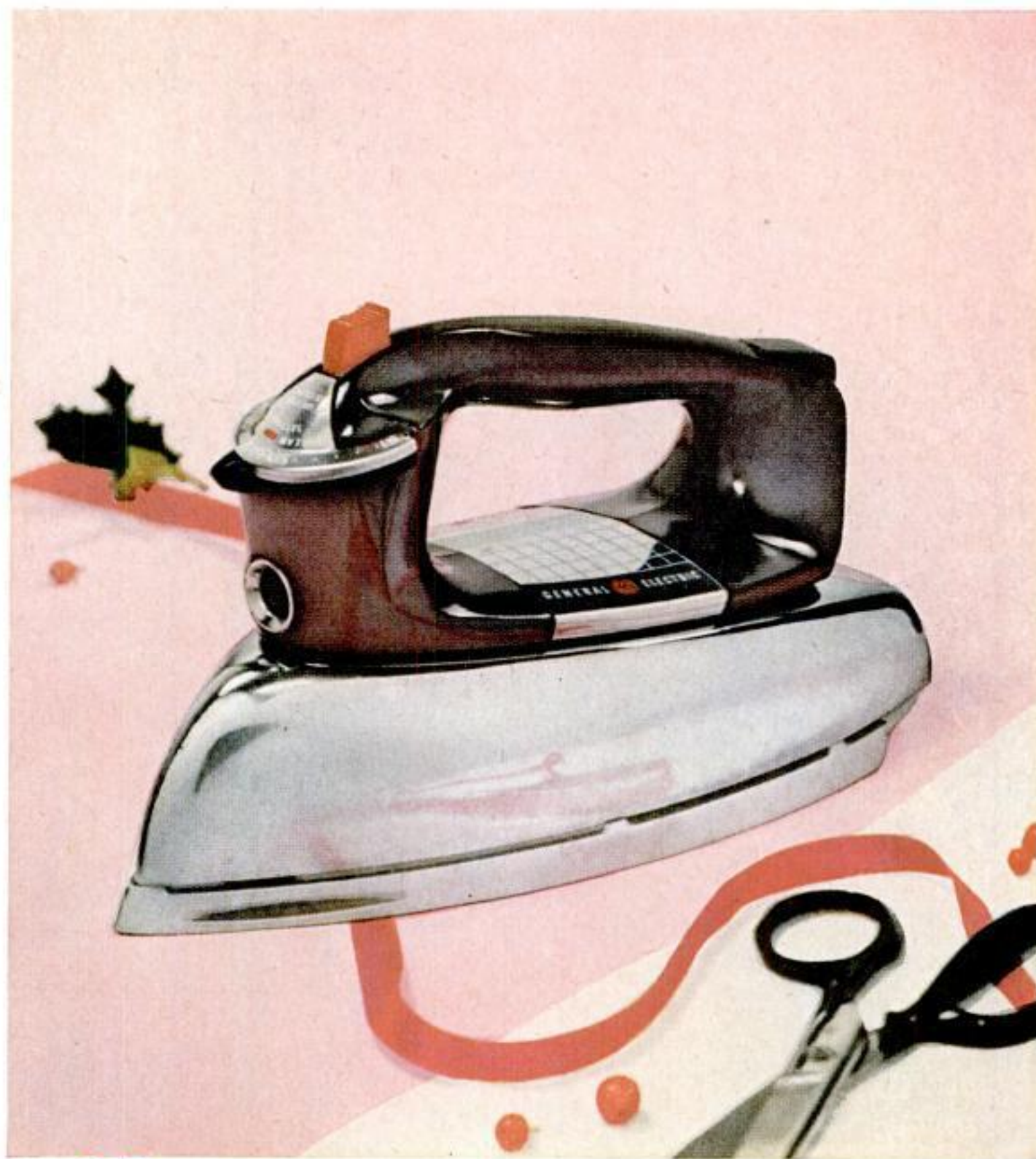
**G-E PORTABLE MIXER.** It actually weighs less than 3 pounds! Yet it mixes the heaviest batters with ease. Three-speed switch. Convenient beater ejector. Can be hung up like a saucepan when not in use. **\$19.50\***



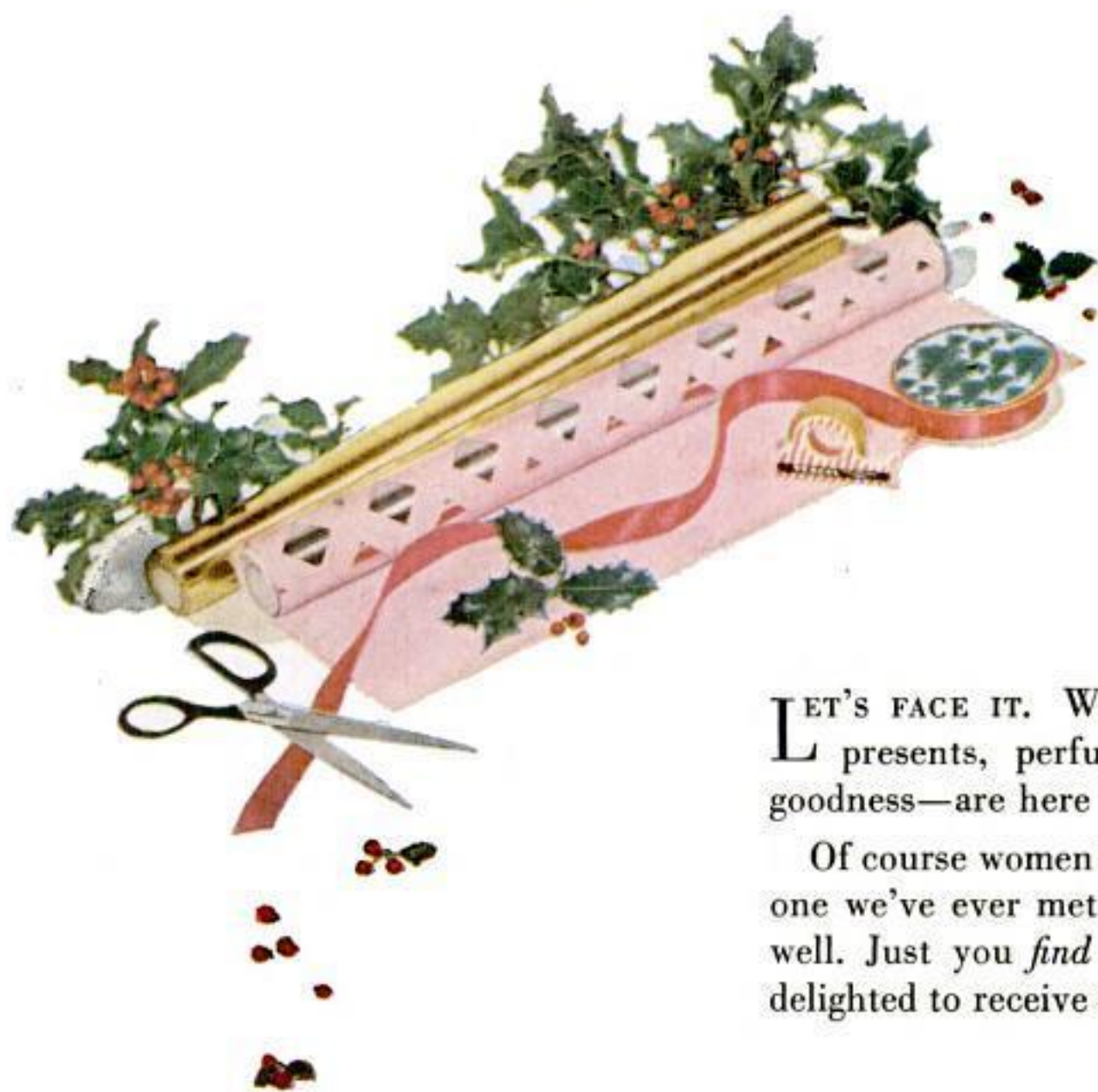




**G-E AUTOMATIC COFFEE MAKER!** Makes as few as 2 cups—as many as 9—perfectly. No watching! No timing! Just set control for exact strength preferred. Light signals when ready. Keeps coffee hot, too. **\$29.50\***



**G-E STEAM AND DRY IRON!** As a steam iron—presses without damp pressing cloth, irons all but heavy cottons, linens and starched fabrics *without sprinkling*. As a dry iron—dial gives perfect heat for *any* fabric. **\$17.95\***



## Wrap up your gift problems right on these pages!

**L**ET'S FACE IT. When it comes to Christmas presents, perfumes and negligees—thank goodness—are here to stay.

Of course women love “frilly” gifts! But every one we’ve ever met has a very practical side as well. Just you *find* us a girl who wouldn’t be delighted to receive any of the handsome, as well

as useful, gifts shown here on these two pages!

Now we wouldn’t think of prodding you out of that comfortable chair—right in the middle of a good magazine. All we ask is that you put aside a portion of your next lunch hour and browse around your local G-E dealer’s. Bet you come up with “just what she wanted.”

*Progress Is Our Most Important Product*

# GENERAL ELECTRIC

\*Manufacturer's recommended retail or Fair Trade price. General Electric Company, Small Appliance Division, Bridgeport 2, Conn.

This One



WQGE-6EU-EP1L

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# Samsonite, WORLD'S STRONGEST CARD TABLE...at \$13.95

Matching Spring cushion chairs... \$8.95 each



SHOWN IN BLACK MODERN GREY

MORE, More-for-the-Money  
Samsonite Gifts



NEW! FOLDING OVAL TABLE  
ONLY \$19.75

New! Oversized top! It's the only  
folding oval table!



"THRIFT-GIFT" CARD TABLE  
ONLY \$7.95

Looks so smart! Made so well.  
It's an outstanding buy!



SAMSONITE 3-WAY TRAY-TABLE  
ONLY \$6.95

It's a low table!  
It's a high table! It's a tray!



DELUXE FOLDING ARMCHAIR  
ONLY \$14.95

Upholstered seat, back-rest  
and arms!



UPHOLSTERED-SEAT CHAIR  
ONLY \$6.95

Contour-curved back. Real  
"easy chair" comfort!



*A big, BIG GIFT with a little price tag!*

Party table. Dinner table. Game table. Work table. Samsonite is the gift the whole family will use; a brainstorm-gift for a college dorm, a one-room apartment, for any and every home!

Strong enough to hold all the food and fixings for a buffet supper, or a sewing machine or a typewriter. So good looking, so color-smart, it fits in with any decor! It's more gift than \$13.95 usually buys!

And Look At All These Exclusive Features! Tubular steel frame and legs electrically welded—for extra strength • Spills can't stain it—a damp cloth wipes it clean • Satin-smooth baked enamel finish—won't snag nylons • Opens easily and stays open because of exclusive Samsonite locking device • Rubber-tipped legs on chairs—won't mark floors • 10 color combinations including Black Modern.

EXTRA!

Samsonite \$13.95 De Luxe Table  
Gift-Boxed At No Extra Charge!

**Samsonite** CARD TABLES AND CHAIRS

BY THE MAKERS OF SAMSONITE LUGGAGE

Shwayder Bros., Inc., Folding Furniture Division, Detroit 29, Michigan • Luggage Division, Denver 9, Colorado



For a colorful, comfortable Christmas...

**PLAYTEX®**

**HAPPY PANTS**



Non-allergenic  
creamy, smooth  
Latex

Gives with every  
motion — never cuts  
circulation

No seams or  
stitches — cannot  
bind or chafe

Ventilated for  
coolness — and  
completely waterproof

Give baby the only colored and  
textured pants in miracle latex



Never hard,  
never brittle,  
even when washed  
hundreds of times!



**S-T-R-E-T-C-H-E-S**

over four times its size to give all-around comfort. Wears and wears!

Five pretty colors for a smart wardrobe—  
Maize, Mint, Blue, Pink and White.



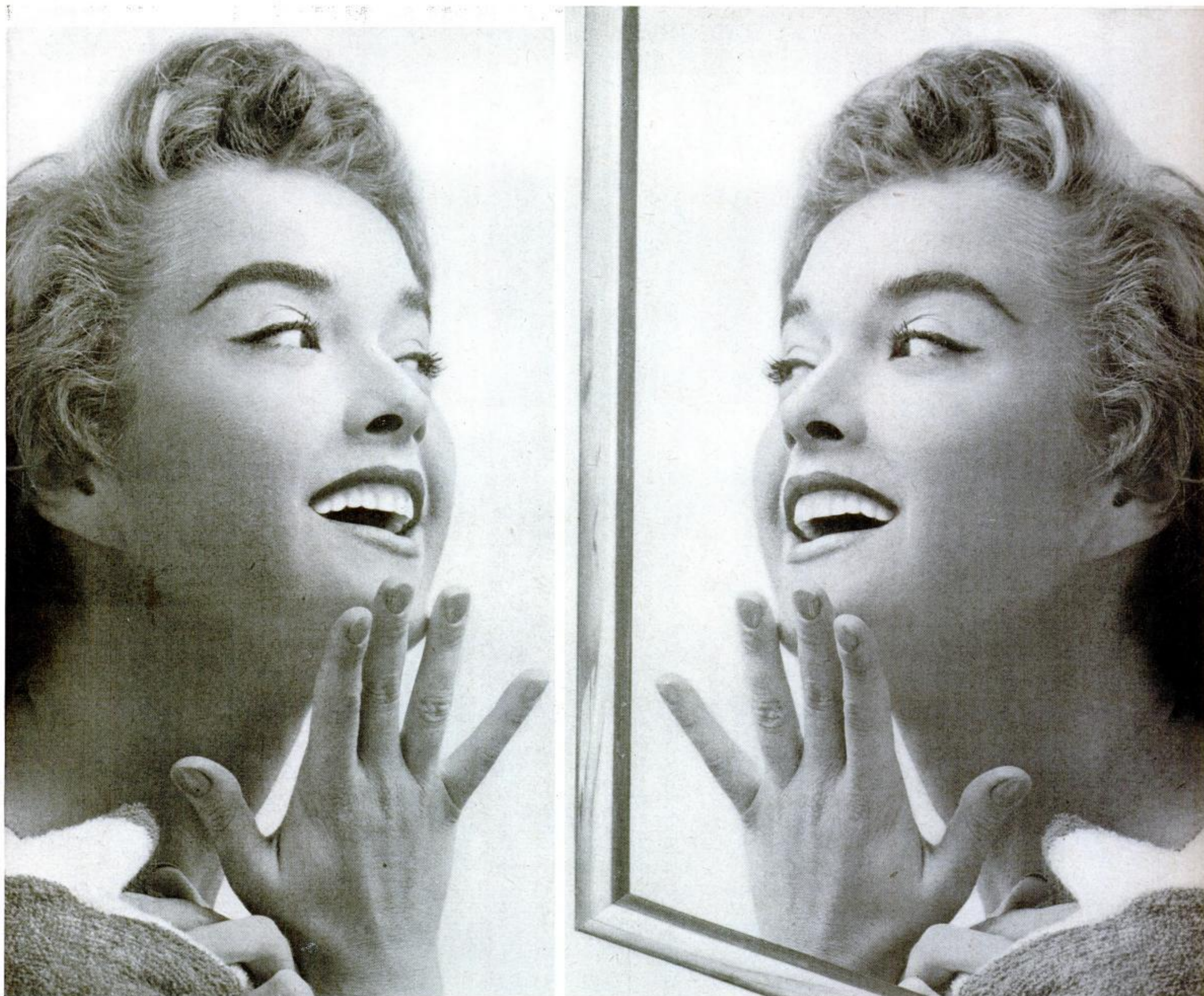
Will not bind  
or mark. Prove  
it with your  
own hands!

**KEEP YOUR BABY "SOCIALLY ACCEPTABLE"\* IN PLAYTEX BABY PANTS**

In U. S. A. . . . 98¢ wherever baby needs are sold . . . other Playtex Baby Pants from 79¢

\*T. M.  
©1954 International Latex Corp'n, PLAYTEX PARK, Dover Del.





Look in your mirror...see this promise come true...

**for whiter teeth change to Pepsodent**

because of all leading toothpastes

**Nothing gets teeth as clean as Pepsodent**

Nothing...no other leading tooth paste...gets teeth as clean, as white, as Pepsodent. That's because Pepsodent contains the most effective tooth-cleaning ingredient in the world—I.M.P.—insoluble meta-phosphate. I. M. P. is found only in the Pepsodent-Irium formula because Pepsodent uses the entire world's supply. Cleaner, whiter teeth mean less chance of tooth decay, too—and a sweeter breath with that clean mouth taste that lasts for hours. Lever Brothers guarantees you will see this promise of whiter teeth come true—or your money back.



Have you tried  
Pepsodent Chlorophyll  
or Powder?





# -AND YOU'LL BUY *Emerson TV*

Choose from over 60 distinctive 17", 21" and 27" models priced from **\$129<sup>95</sup>**

PRICES SLIGHTLY HIGHER SOUTH AND WEST

## SHOP FOR VALUE!

- Best monochrome reception of all programs, including **COLOR!**
- Superb quality at prices so low you can afford a set for every room!
- Powerful, built-in, pre-tuned antenna—no outdoor antenna needed in most areas!

## LOOK AT THE PICTURE!

## LOOK AT THE STYLE!

- New Cinevision picture...so *clear*, so *sharp*...you'll think you're at the movies!
- Powerful performance *wherever* you live!
- Only Emerson's five "Decoright" finishes match your furniture *exactly!*

## LISTEN TO THE HIGH FIDELITY PERFORMANCE!

- Emerson's Full Fidelity sound system recreates the artist in your home!
- *One Knob* Simplimatic tuning locks in sound and picture automatically!

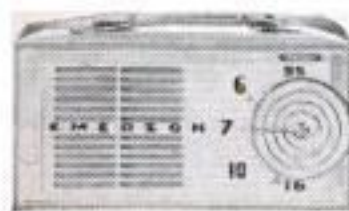
# Emerson

EMERSON RADIO AND PHONOGRAPH CORP., N. Y., U.S.A.



\*REG. U.S. PAT. OFF.

Over 15,000,000 satisfied owners prove Emerson is America's Best Buy!

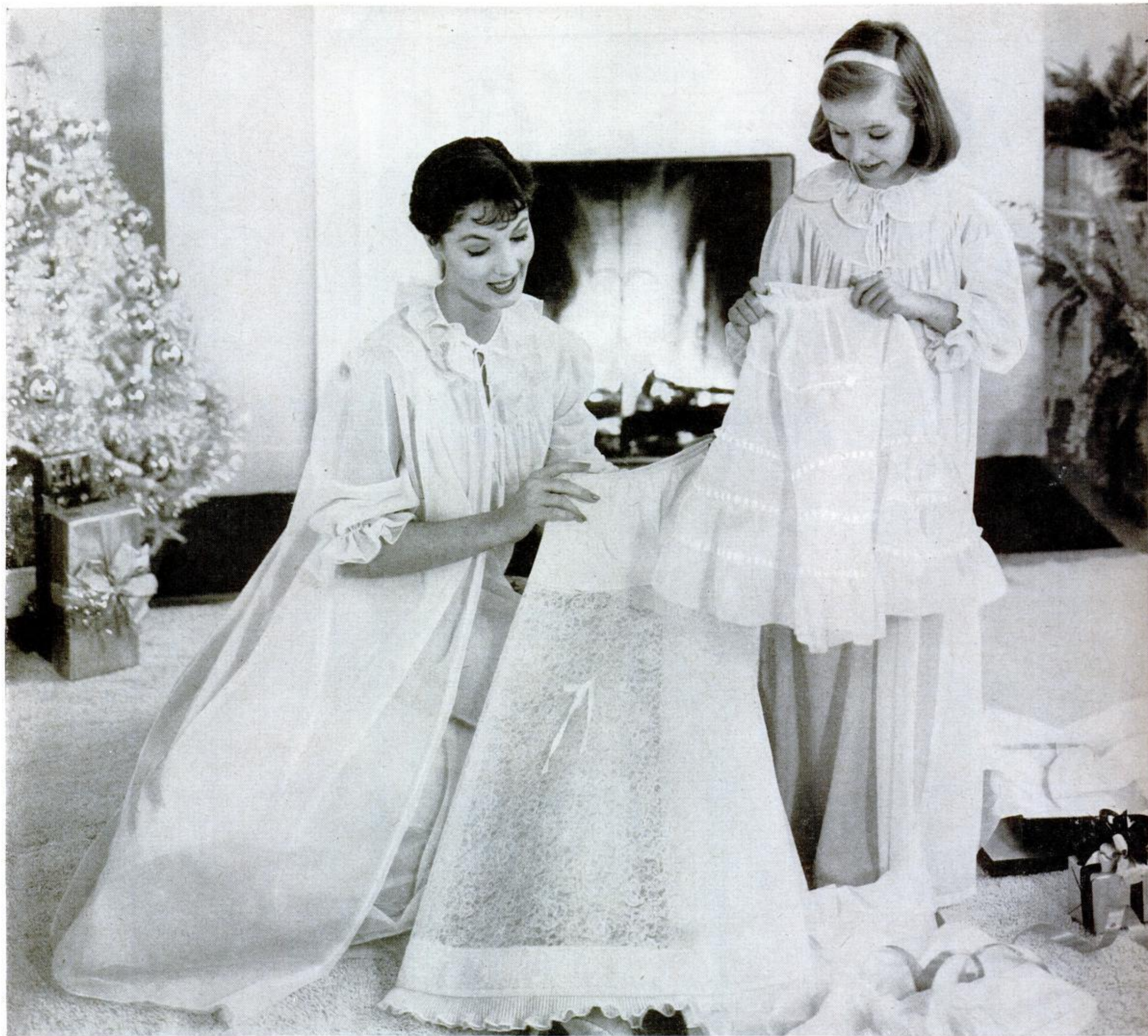


**World's Smallest Personal Portable!**  
Emerson "Pocket Radio"®, only 6" wide, fits purse or pocket, weighs under a pound. Model 747 with batteries, \$40



Emerson 21" Model 1100 in ebony finish \$169.95.





*The Best Present*

for a future of easy care... DuPont Nylon

Here's the gift to bring happiness to mothers and daughters alike... luxuriously feminine lingerie of nylon. And mother will be especially happy because of the timesaving easy care. Well-made lingerie of 100% Du Pont nylon is easy to wash, dries quickly, requires

little or no ironing, and keeps its practical beauty longer. For a gift with a future... get Du Pont nylon in peignoir sets, slips and other lingerie. You'll find a complete selection at your favorite stores now. Nylon is one of Du Pont's modern-living fibers.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

Exciting new things are happening in DuPont NYLON





Here they come: full color telephones reach test station on one of the production lines in Western Electric's Indianapolis factory.

## NEW Western Electric equipment now adding to satisfaction of Bell telephone users

Besides full-color Bell telephones—in eight smart tones to blend with home or office decor—Western Electric is making a wide range of special purpose telephone equipment to add to your convenience in using Bell System service. A few of these conveniences are described below.

It's Western's job in the Bell System to make the things that make *good* telephone service *better*. We've been at it for more than 72 years.

For information about availability and moderate charges, call or visit your Bell telephone business office.



**Western Electric**

MANUFACTURING AND SUPPLY UNIT  
OF THE BELL SYSTEM



YELLOW



BROWN



BLUE



IVORY



RED



BEIGE



GRAY



GREEN

You'll also want to see the colorful TWO-TONE telephones—jet black handset contrasts smartly with ivory, green, gray or red base.



**WALL TELEPHONE:** in rich ivory or black. Because it takes up no working space, it's the ideal additional telephone for kitchen, workshop, rumpus room, or elsewhere.



**LIGHT-UP DIAL TELEPHONE:** the dial is illuminated as soon as the handset is picked up. Easy to dial in dark or dimly lit rooms—bedrooms, nurseries, sickrooms.



**VOLUME CONTROL TELEPHONE:** button control enables user to increase sound volume as required for best individual results. A boon for people with impaired hearing.



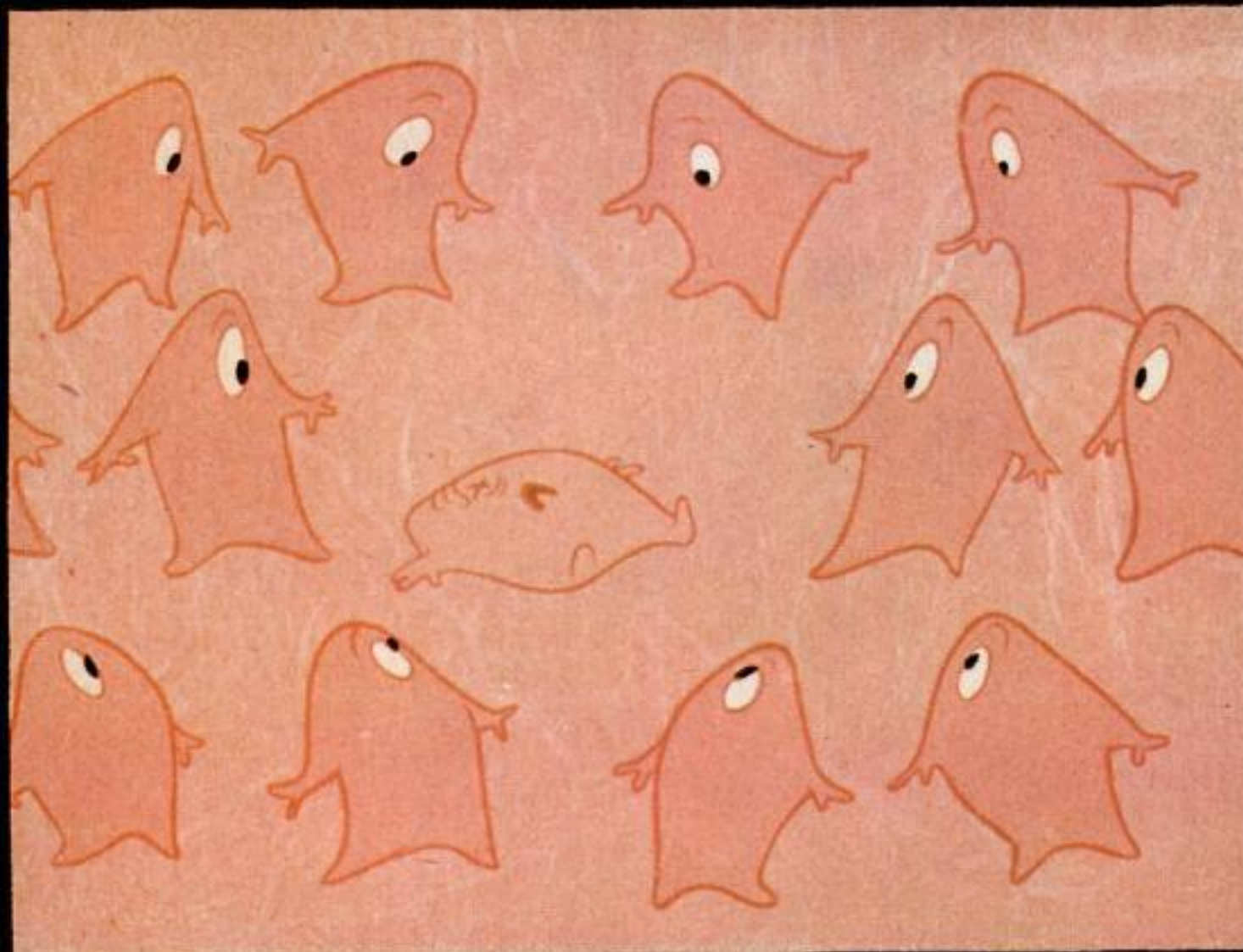
**PLUG-IN TELEPHONE:** portable extension plugs into telephone outlets as additional telephone for occasional use. Also permanent extensions wherever you wish.



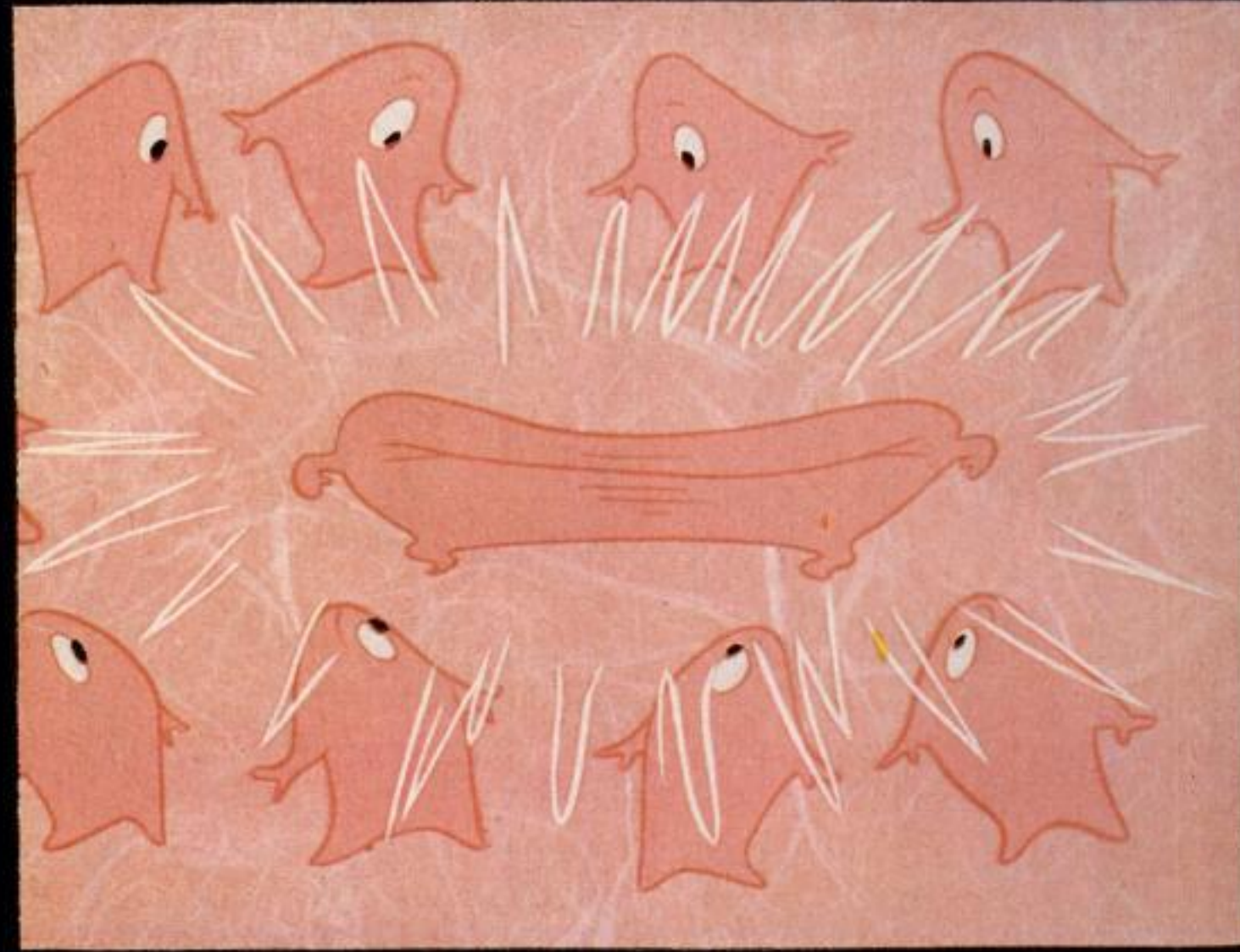
**TELEPHONE ANSWERING SET:** automatically answers calls when you're out, gives callers a recorded message and lets them leave a half-minute recorded message for you.



## HOW CANCER STARTS

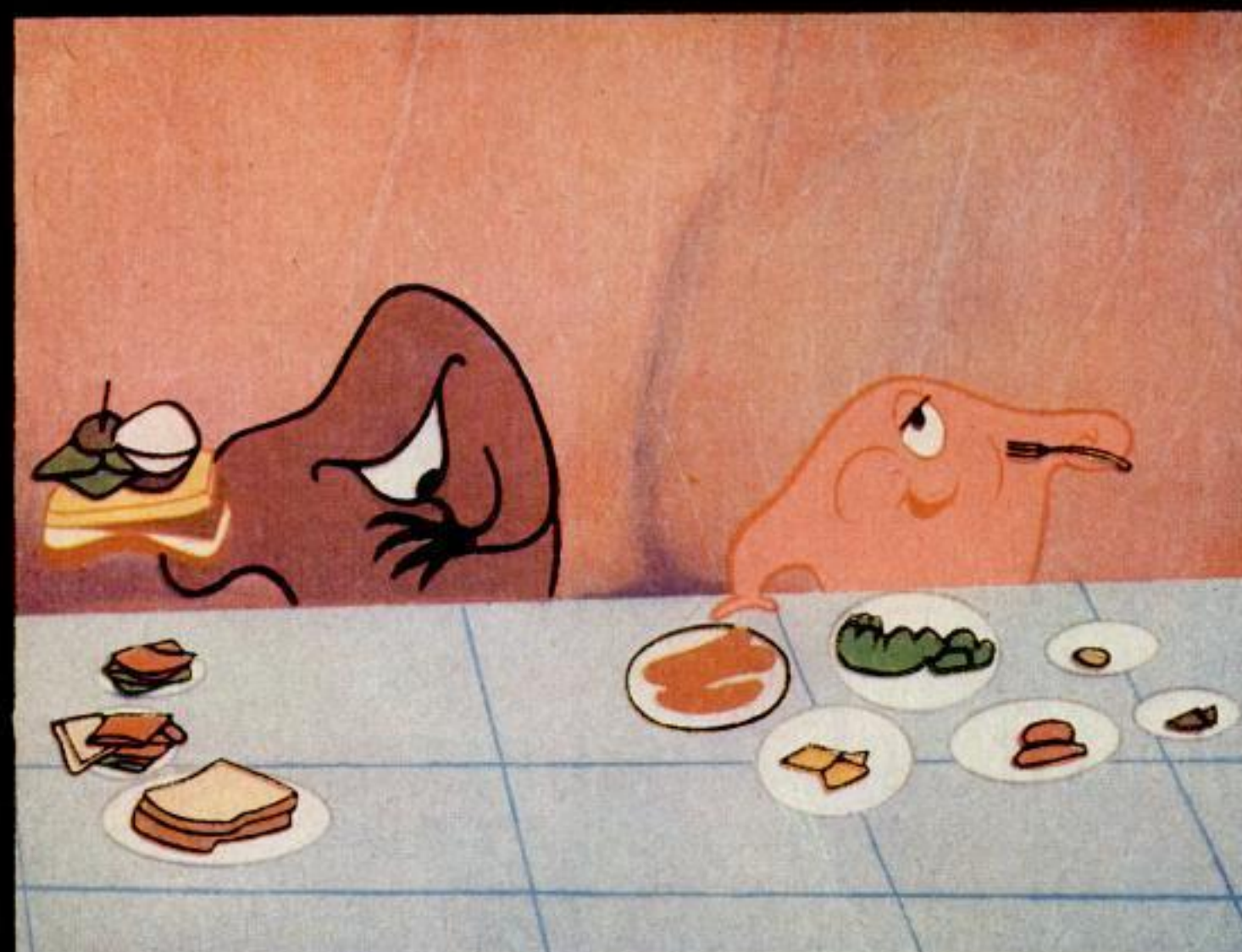


**A BODY CELL DIES**, normal event in human body, while its neighbors survive. In cartoon, body cells are shown as one-eyed, pink figures.



**CELL IS REPLACED** when a surviving cell near one that died splits in half. Thus the proper number of normal cells in body is maintained.

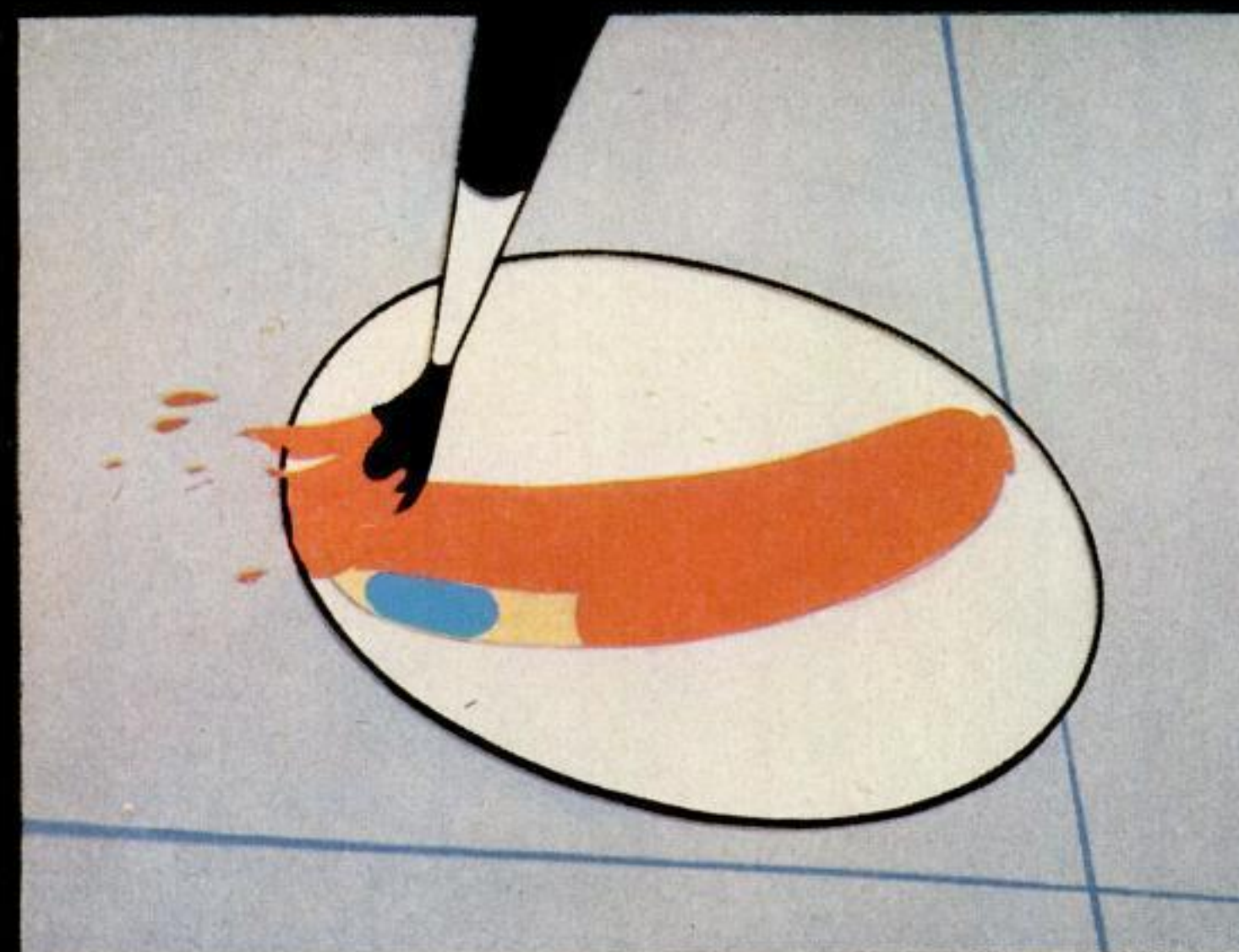
## HOW TREATMENTS DESTROY CANCER



**CELLS USE FOOD** to live and grow, but normal and cancer cells have different tastes. Normal cell uses less of some foods (shown as hot dogs).



**CANCER CELL GORGES** on food rejected by normal cell. Hot dogs in cartoon represent chemical substances which cancer cell must have.



**FAKE FOOD IS MADE** in cartoon by putting paint on empty shell shaped like hot dog. In analogous way chemists make fake nutrients.

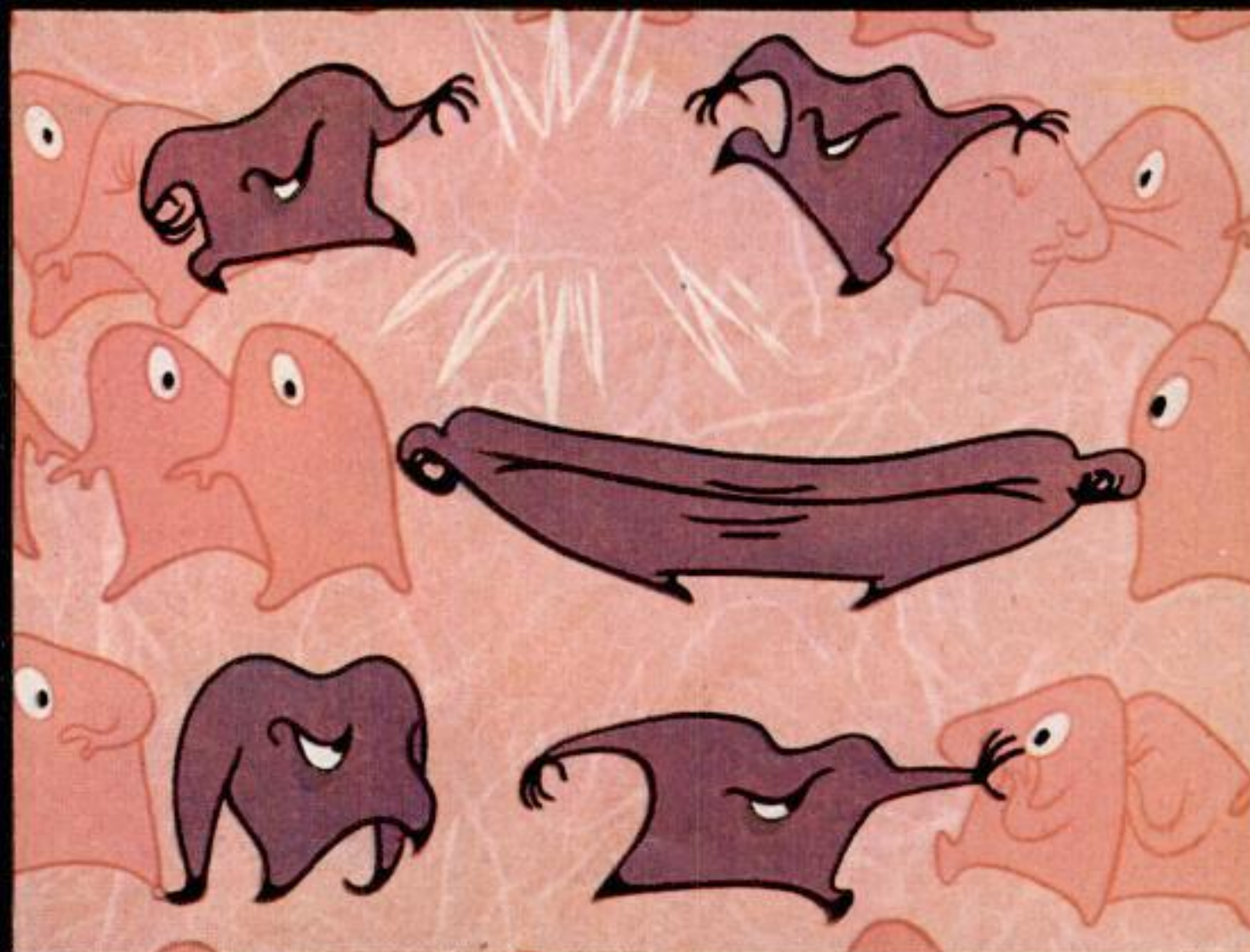


**CANCER CELL STARVES**, after being fooled by fake hot dog which gave no nourishment. Real cancer cells are starved by fake nutrients.





**ABNORMAL CELL APPEARS** occasionally after the split instead of new normal cell—for unknown reasons. Intruder may be start of cancer.



**CANCER CELLS TAKE OVER** through process of uncontrolled division, pushing normal cells away. If unchecked, cancer endangers body.

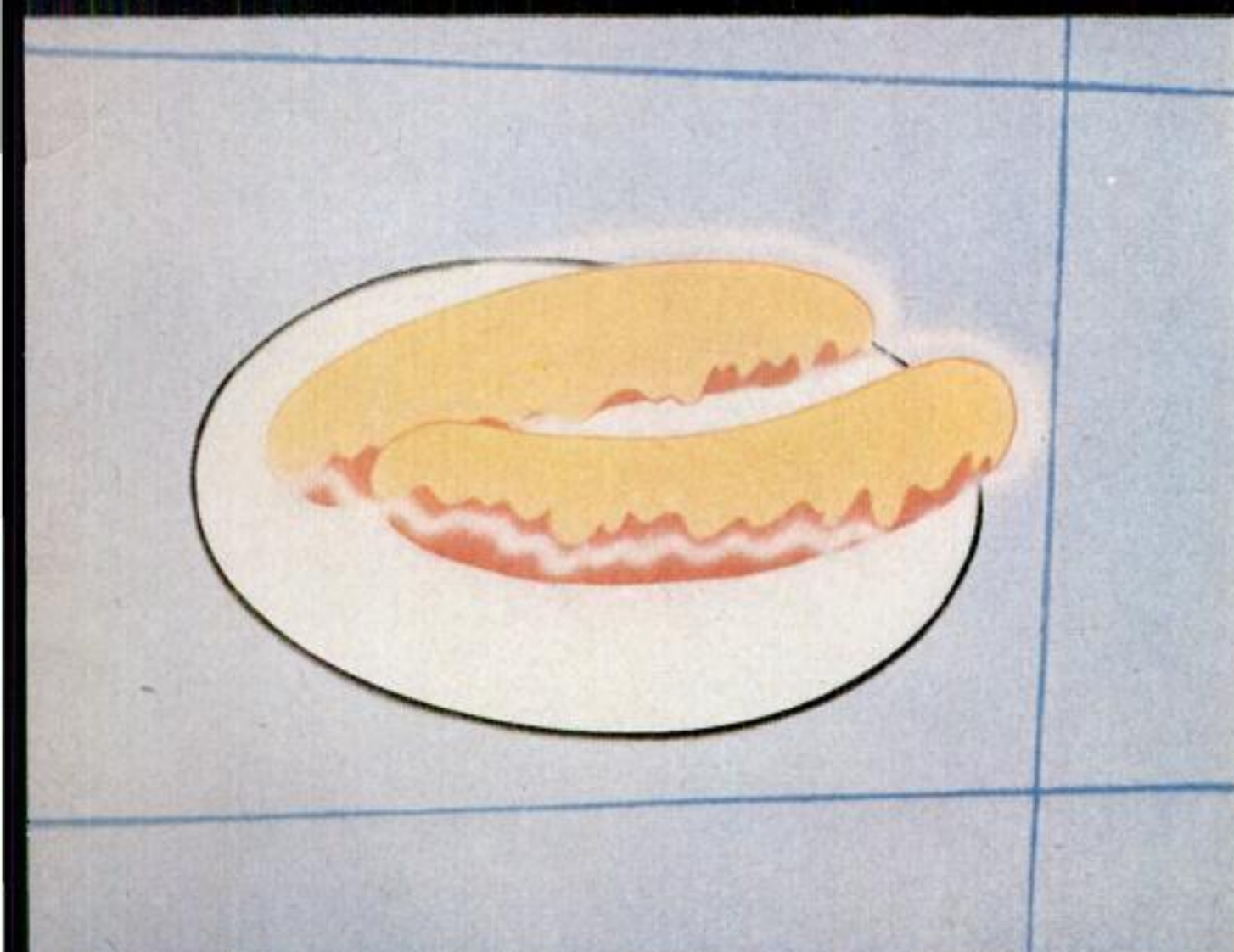
## SPEAKING OF PICTURES...

### Impish antics of cartoon characters explain how new cancer weapons work

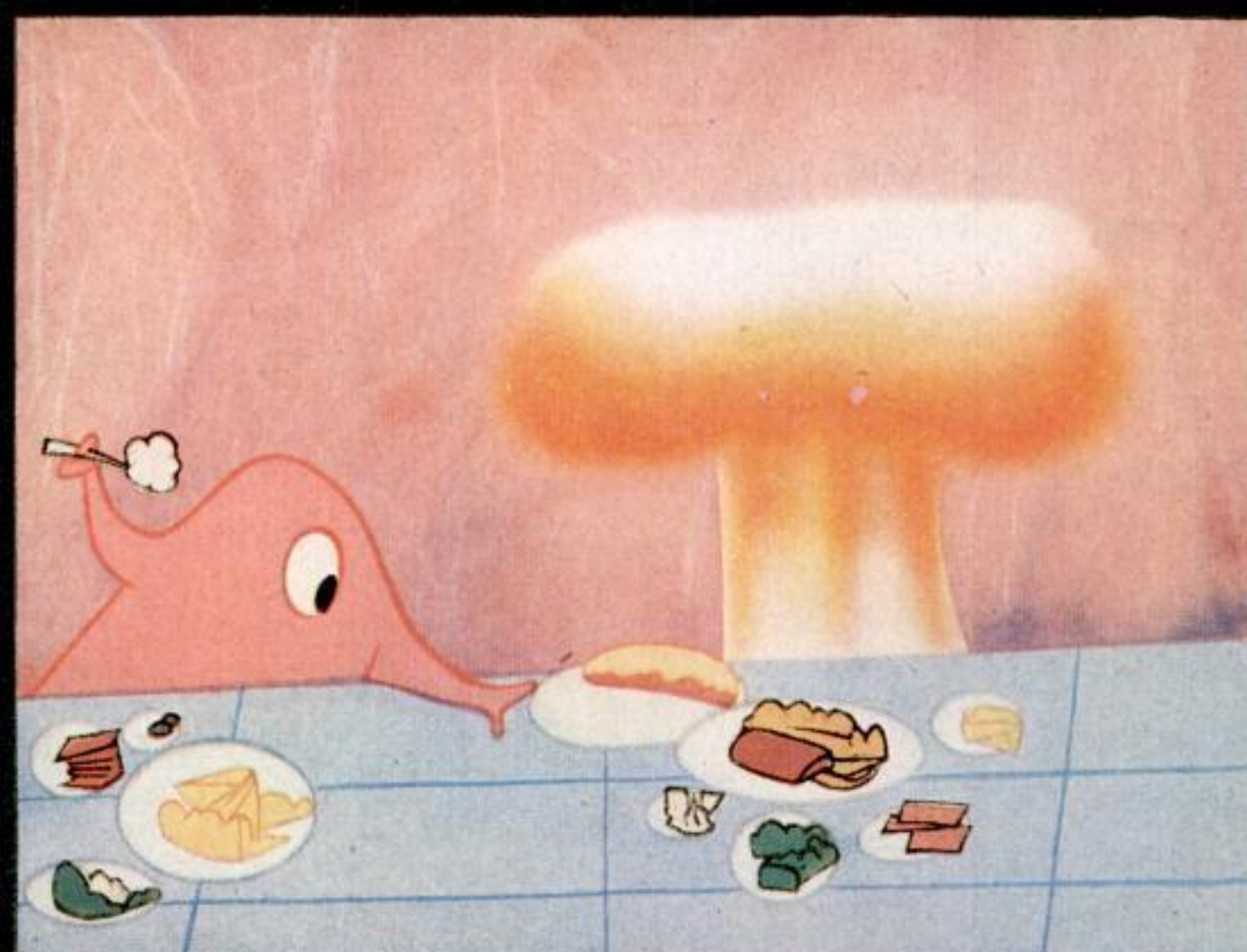
Cancer researchers at the Sloan-Kettering Institute in New York, whose test tubes and mice ordinarily keep them occupied night and day, recently took time out to help make a Technicolor movie. Called *Horizons of Hope*, the film explains some of the newest and most promising cancer weapons through impish animated characters that battle each other by fair means and foul in the same violent way that Tom and Jerry do in Hollywood cartoons.

After explaining that cancer cells may appear during normal cell division (*above*), the film shows how normal

cells may win out over cancer cells when helped by such things as fake foods or radioactivity. Scientists have found they can starve some cancer cells by supplying them with a substance called 6-mercaptapurine, which gives cancer cells no nourishment yet is so like a substance they must have that they absorb it. Cancer cells can also be destroyed by letting them absorb radioactive chemicals. And some scientists hope to find antibodies (*next page*) which will immunize people against cancer just as antibodies already protect the body against smallpox and measles.



**FOOD BECOMES LETHAL** when hot dogs are coated with radioactive mustard. Similarly, real cancer cells can be fed radioactive nutrients.



**CANCER CELL IS DESTROYED** by A-bomb effect of radioactive food. Normal cell remains unscathed, saved by fact it rejected hot dogs.



# Sky-high style



## and *Snap* to match

UP front you note first a stunning new Wide-Screen Grille that's distinctive as the name above it.

Curbside, you take in the rake of silvery sweep-spear, the sports-car cut of the wheel wells, the arching sweep of the broad panoramic windshield that has set a complete new trend for the industry to follow.

To the rear you find still more modernity—in the smart slash-back styling of the tail-light grouping that adds a new fashion profile to the whole gleaming grace of the car.

*This, you see, is Buick for 1955—and there's a lilt to the lines of it that we believe you will find nowhere else on the new automotive horizon.*

But there's far more than a lilt to the going of this beauty.

When you press the pedal, you get action like a pilot gets from variable pitch propellers on take-off.

For here you have a new Dynaflow Drive\* with

"variable pitch propellers" inside it to give you getaway that's instantly responsive, with infinitely smooth power delivery.

Here you have the principle of the modern plane's propellers—one pitch to give you new gas-saving economy in normal driving and cruising—another pitch to give you electrifying new safety-surge for sudden acceleration when you need it.

And here you have brilliant new V8 power back of it all—advanced, high-compression V8 power that hits a new Buick high of 236 in the ROADMASTER, SUPER and CENTURY—and 188 in the low-priced SPECIAL.

Drop in on us this week and take the wheel of a new Buick. We promise you the thrill of the year.

\*Standard on Roadmaster, optional at extra cost on other Series



*Illustrated above is the SPECIAL Riviera, Buick's high-powered "hardtop" that's priced just a few dollars above similar models of the "low-price three."*

## Thrill of the year is Buick

**SEE YOUR BUICK DEALER**

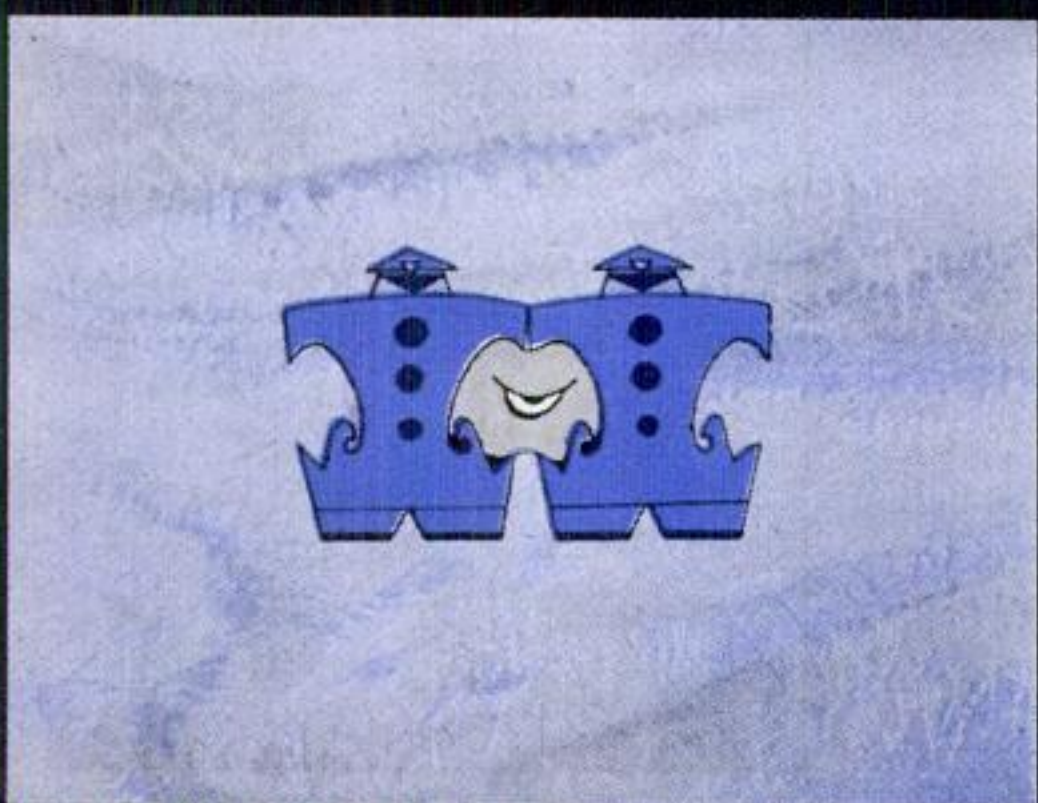
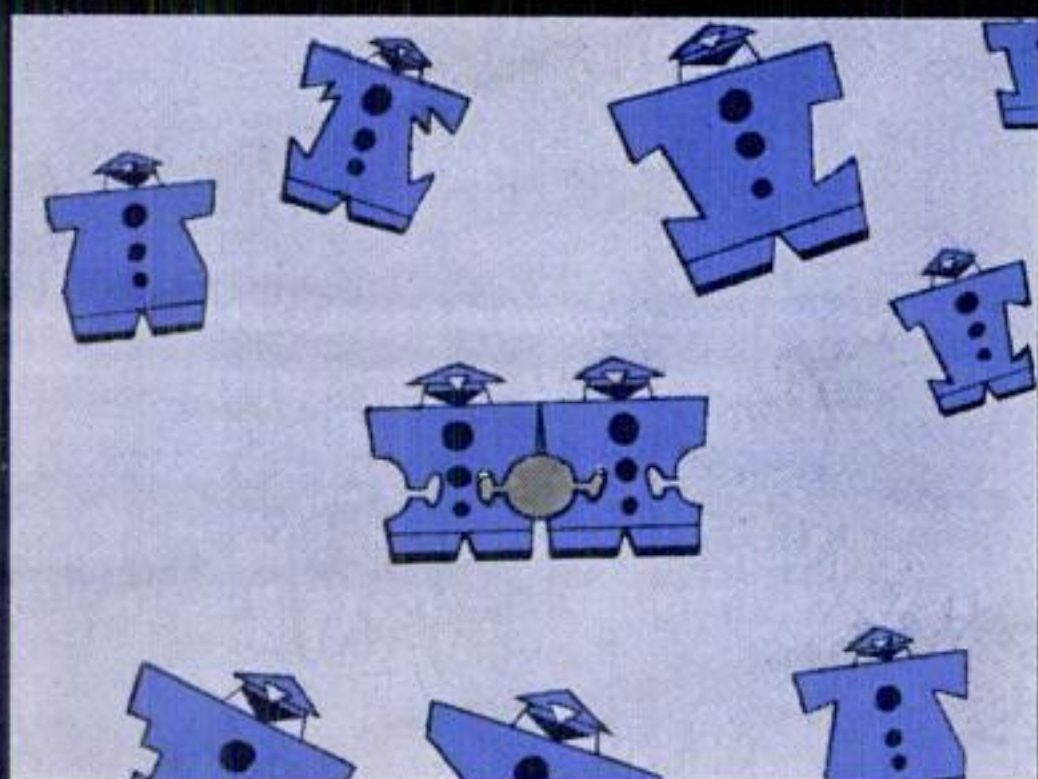
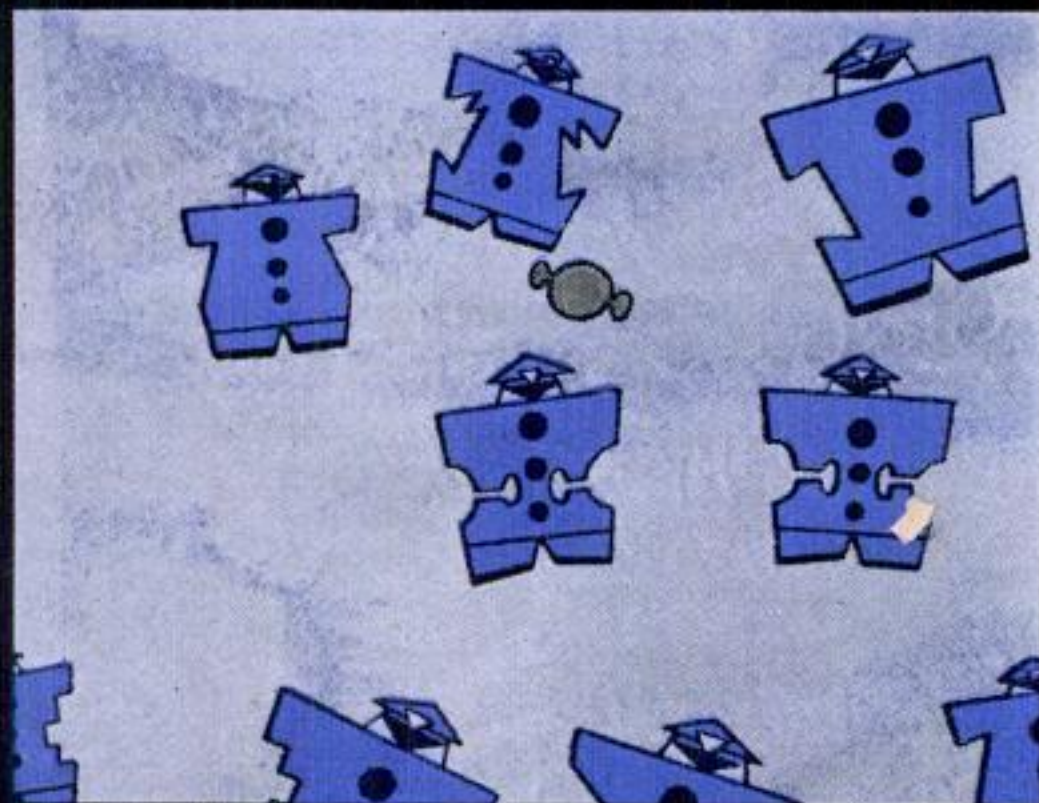
WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

MILTON BERLE STARS FOR BUICK

See the Buick-Berle Show Alternate Tuesday Evenings



## HOW ANTIBODIES WORK



**POLICEMEN OF BODY** are antibodies, the substances which immunize against diseases like smallpox by capturing and neutralizing disease agents. In film, policemen (blue figures) capture a common disease germ (black object, upper pictures) and cart it off in paddy wagon. In bottom picture policemen have captured a cancer cell, a feat some scientists hope antibodies might be able to perform.

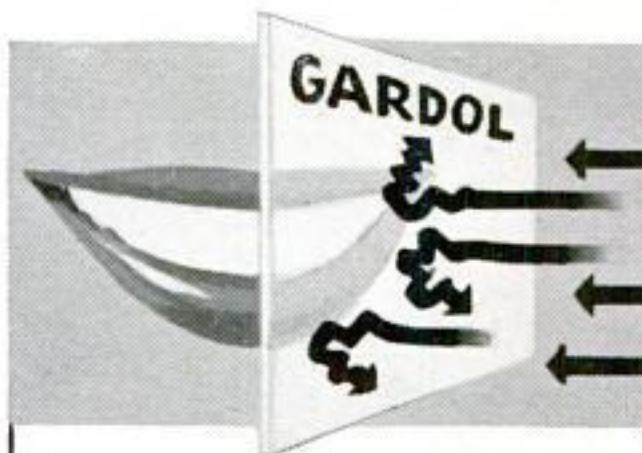


*Whether You Brush Your Teeth  
Just Once, Twice, or 3 Times a Day...*

# Colgate Dental Cream Gives The Surest Protection **ALL DAY LONG!**



*Because* Only New Colgate Dental Cream  
—Of All Leading Toothpastes—Contains **GARDOL**\*  
To Stop Bad Breath Instantly . . Guard Against Tooth Decay Longer!



Gardol, Colgate's wonderful new decay-fighter, forms an invisible shield around your teeth. You can't feel it, taste it, or see it—but Gardol's protection won't rinse off or wear off all day. That's why Colgate's—the only leading toothpaste to contain Gardol—gives the surest protection ever offered by any toothpaste!

Your dentist will tell you how often you should brush your teeth. But whether that's once, twice, or three times a day, be sure you use New Colgate Dental Cream with Gardol! Colgate's stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!



\*Colgate's Trade-Mark For Sodium N-Lauroyl Sarcosinate, Patent No. 2,689,170

**Every Time You Use It...New Colgate Dental Cream  
CLEANS YOUR BREATH WHILE IT GUARDS YOUR TEETH!**



*If Santa Claus shaved—  
this is what he'd use*



**Perfect gift for Travelers, Servicemen, Outdoor Men!**

## The **Norelco** Sportsman

An electric shaver you don't even have to plug in! Works on flashlight batteries or from car lighter. Ideal gift for the man who has "everything." With unbreakable mirror, leather case (less batteries).....\$29.95





# Norelco's whirlaway action makes all other electric shaving as old-fashioned as lather

**Wise men** are hinting around for a Norelco in their Christmas stockings. That's because of Norelco's wonderful rotary Whirlaway Action—electric shaving's first basic improvement in 20 years. Here's how it works:

Your whiskers rarely grow in straight, orderly rows like this.

They mostly grow every which way. In whorls, clumps, patches, curves. Like this.

Ordinary electric shavers run into trouble against such whiskers. Their straight heads can't always pick them up. Their oscillating, back-and-forth action can result in an uncomfortable pull as you go over and over the same spot in order to get a close shave. Like the scrape of a blade, this can sometimes be hard on your skin.

It's a different story with Norelco—and rotary Whirlaway Action.

**To begin with**, Norelco's patented skin stretcher (no other shaver has one) flattens your skin, forcing the whiskers to stand up and be cut.

**Then** the 120 slots in Norelco's stationary skin-guard discs catch each whisker *no matter which way it grows*—up, down or sideways—generally the first time over.

**Finally**, Norelco's 12 rotary-action blades deftly whisk each whisker away, shaving it off skin-close, at 4000 r.p.m.

In other words, Norelco—and only Norelco—was designed to deal with the *natural growth pattern* of your beard. The superiority of this method of shaving has been tested and proved by 20 years of research in one of the world's greatest laboratories. It comes to you with the backing and experience of Philips Industries, the world's largest manufacturer of electric shavers.

*What Norelco gives you is simply this: a smoother shave, an easier shave, a more comfortable shave.*

**But there's even more to Norelco**

For one thing, it's a remarkably *quiet* electric shaver. Norelco's fine brush motor lets you listen to the morn-

ing news, and causes no interference. Vibration is cut to a minimum. When in use, Norelco doesn't heat up in your hand or on your face.

Because of rotary Whirlaway Action, Norelco also cuts longer hairs, which other electric shavers can't handle. Weekend stubble is no problem with Norelco.

**Best of all** Norelco is the easiest of all electric shavers to live with. It's designed to fit the hand.

You never have to oil it; Norelco is lubricated for life.

You never have to sharpen it. With every revolution, Norelco's silver-steel alloy blades sharpen themselves against the chrome nickel-steel guard discs.

When cleaning your Norelco, you never have to fumble with parts. The head lifts off easily in one piece . . . a puff of breath . . . snap on again. You can do it with your eyes closed.

**To sum up, gentlemen . . .** Norelco shaves you without the mess, without the annoying cuts and burns of soap-and-water shaving. Norelco's wonderful rotary Whirlaway Action shaves you more smoothly, more lightly, with less complication than any other electric shaver.

*For shaving at its modern best, from Christmas through years of service, give a Norelco!*

## 15 day FREE home trial

Ask your Norelco dealer about no-obligation home trial of the smoothest shave ever, wet or dry. For Christmas gifts, free trial period starts Dec. 25, not the date of purchase.

### COMPARE NORELCO WITH THE OTHER 3 LEADING ELECTRIC SHAVERS

	A	B	C	NORELCO
Close-shaving rotary action	No	No	No	YES
Real brush motor	No	No	YES	YES
Permanent Lubrication	No	No	No	YES
Skin stretcher	No	No	No	YES
Quiet operation	No	No	No	YES
Heats up in hand	YES	YES	YES	NO
Effective with long hairs	No	No	No	YES
Self-sharpening	No	YES	No	YES

**First Choice in 70 Countries —  
Largest-Selling Electric Shaver in the World!**

# Norelco

## Rotary Electric Shavers

Known as PHILISHAVE in Canada and throughout the rest of the free world



**\$24<sup>95</sup>**  
AC/DC  
with travel case

NORTH AMERICAN PHILIPS COMPANY, INC.,  
100 East 42nd Street, New York 17, N. Y. Other products:  
High Fidelity Radio-Phonographs, Research and Control  
Instruments, Electron Microscopes, Medical X-ray Equip-  
ment, Electronic Tubes and Devices.



"I'm so glad you switched to a  
Medico Filter Pipe, because you  
**THROW AWAY NICOTINE**"



### Why Deny Yourself This Protection?

Something wonderful goes on inside Medico's 66-baffle filter. The smoke passing through, is strained of nicotine, tars, bitter juices and flakes. You throw away all that Medico's filter traps.

Insert a fresh filter and your Medico smokes cooler, cleaner, dryer, sweeter. Medico is THE pioneer in filtered smoking . . . over 1 billion filters sold to date.

**MEDICO  
Crest \$3<sup>50</sup>**  
Other Medico Pipes and holders,  
\$100 to \$1500  
Prices higher outside U.S.A.



Relax... smoke a pipe!

**MEDICO**  
Trade Mark  
**FILTER PIPES**  
Wide variety of styles—imported briar or meerschaum.  
For catalog V write MEDICO, 18 E. 54th St., N.Y. 22

## LETTERS TO THE EDITORS

### LOLLOBRIGIDA

Sirs:

My only resemblance to Gina Lollobrigida is that we're both female, but I do think last week's LIFE cover was the best yet. Gee, she is magnificent!

MRS. D. C. DICKEY

Altoona, Pa.

Sirs:

Farewell to Gina Lollobrigida, the unique girl in rags we met in the small moviehouses where Italy had a date with our hearts. She is not unique any more. Her picture on LIFE's cover makes her one more of the Harlows, the Russells, the Monroes who illustrate Hollywood's idea of "SEX."

WALTER MONTES

New York, N.Y.

Sirs:

Who ever heard of a woman's wardrobe (Speaking of Pictures, LIFE, Nov. 15) without at least one pair of blue jeans!

MRS. WM. LIONEL FORSTOT

Quincy, Mass.



GINA IN JEANS

● Miss Lollobrigida could not get along without blue jeans either. But since her maid has no trouble identifying them she left them off the diagram.—ED.

Sirs:

When the lady in question is Lollobrigida, your caption should not say "roughly a size 12." It would be more appropriate to say that she is "smoothly a size 12."

DR. G. LEBAU

Elizabeth, N.J.

### A MAN OF MERCY

Sirs:

When I am a very old man indeed and my daughters' daughters ask me what happened in my lifetime, I'll be sorely tempted to reply, "Why, there was a man named Gandhi, and a man named Schweitzer ('A Man of Mercy,' LIFE, Nov. 15). My daughters' daughters will know what I mean, for by that distant year the myths will have been a-growing strong. But at the center, solid, warm and immovable, will still be—Gandhi and Schweitzer.

RAY BRADBURY

Los Angeles, Calif.

Sirs:

Thank you for your portrayal of Albert Schweitzer. What can any of your readers say but that in the light of such a person we are inspired to

revalue, if only in a small way, our own small lives.

FORREST McMANS

Eugene, Ore.

Sirs:

The essay is a truly great documentary of a great man and a beleaguered race.

RUTH COTTEN

San Diego, Calif.

Sirs:

Emil Ludwig some time ago wrote that the great intellect dislikes the average man, and that he will run away from him and either get attracted to children or to primitive people. You have put the saintly, intellectual Schweitzer on a high pedestal, but I can't help feeling that he is escaping the responsibility of our times.

LOUIS JARTZ

Cleveland, Ohio

Sirs:

Schweitzer is a living embodiment of the statement attributed to William James: "The greatest use for a life is to spend it for something that outlasts it."

J. W. STORER

Tulsa, Okla.

### BIG VOTE, CLOSE FINISH

Sirs:

After looking forward to this issue on the election ("A Big Vote and Close Finish," LIFE, Nov. 15) I was terribly disappointed to find not a word about the election contest that made American political history, the write-in election of Strom Thurmond over State Senator Edgar Brown—especially since a LIFE story played a part in the campaign.

During the campaign, Mr. Brown made a remark about voting for someone who didn't have any more dignity than to "stand on his head for the Republican magazine, LIFE." He must have meant LIFE's write-up of Mr. Thurmond's marriage proposal in the Nov. 17, 1947 issue.

MRS. N. F. EAGLESON

Greenwood, S.C.



STROM THURMOND AND HIS WIFE

● At 44, Strom Thurmond, who was then governor, playfully stood on his head (above) to prove to his bride and a LIFE photographer that he had plenty of "muscle." Despite his opponent's scorn, Thurmond was elected as the first successful Senate write-in candidate in history.—ED.

CONTINUED ON PAGE 18





## Give him the camera he really wants

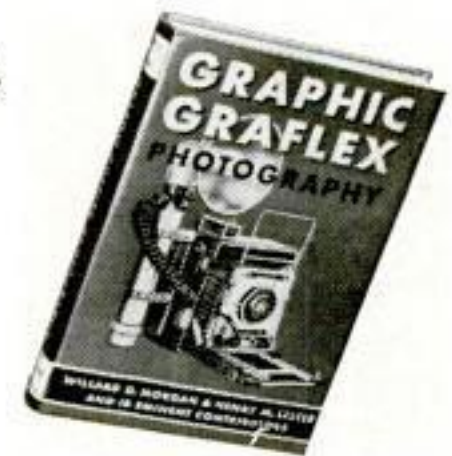


## A *Pacemaker* **GRAPHIC®**

No other camera at any price can do so many things so perfectly. Portrait, architectural, sports, pictorial, microscopic, aerial, flash or close-up photography—all are well within the scope of the amazing Pacemaker Graphic.

Among its many features are flash-synchronized shutter speeds to 1/1000 sec., long bellows extension, rising, shifting, tilting front, and a negative size that permits easy retouching, brilliant contact prints and superb enlargements. You can get a Pacemaker for as little as \$238.20—\$24 down!

"Graphic-Graflex Photography," the master guide for the larger camera, makes an ideal gift. Only \$6.00.



Your dealer  
has a  
Christmas  
budget  
plan



### GRAFLEX® "22"

#### A POPULAR CAMERA FOR THE ENTIRE FAMILY

Men, women, children—all find the Graflex 22 a marvel of simple picture-taking perfection. Perfectly composed pictures are so easy with this precision twin-lens reflex. One twist of a knob and you see a razor-sharp print-size preview of your picture before you take it! Everyone gets better pictures more easily with a Graflex 22! Has the important features of cameras costing \$200.00, yet costs only \$93.00!



### CENTURY GRAPHIC®

#### "TAKE 'EM & MAKE 'EM" OUTFIT!

Here's a perfect gift for the man who likes to do it himself. This Graphic-Graflarger outfit gives him all the basic equipment he needs to take fine pictures and make eye-stopping enlargements—camera and enlarger in compact home storage case. Features the famous Century Graphic camera which, when used with the Graflarger, makes an ideal enlarging unit. Only \$199.50—as low as \$19.95 down!

# GRAFLEX®

GRAFLEX, INC., ROCHESTER 8, N. Y.

*Prize-Winning Cameras*







Model 77 \$89.95  
Slightly higher in  
Far West. Available  
at leading stores in  
CANADA.

**ANNOUNCING!**

**The most sensational vacuum cleaner of all time!**

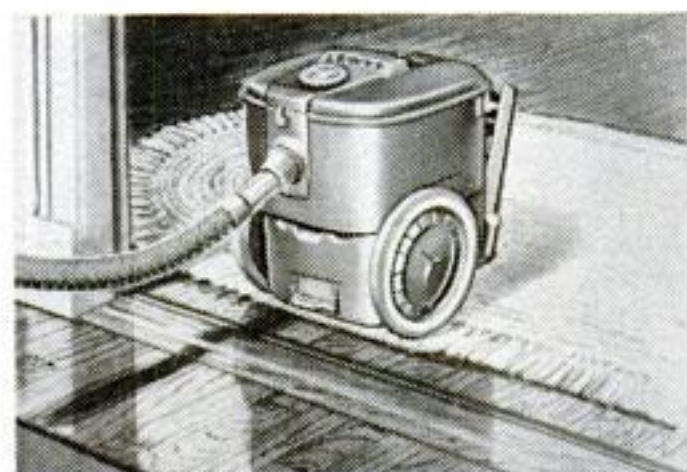
*the* **ALL NEW 1955**

# LEWYT

## on big wheels



**ONLY LEWYT ROLLS READY-TO-USE** from your closet! Tubes, hose, nozzle can be kept assembled! Just roll out your Lewyt and away you go!



**ONLY LEWYT ROLLS OVER SCATTER RUGS, door sills, from bare floors to deep carpet!** Not only swivels but rolls room-to-room — no lugging or tugging!



**ONLY LEWYT ROLLS WITH ALL TOOLS** everywhere you go\* — no chasing back and forth! Tools ride compactly behind, don't scratch your furniture!

\*Tool Rack for back of Lewyt and Wall Rack for closet, optional at small extra cost.

**It's here! The world's FIRST and ONLY cleaner that swivels and rolls effortlessly all through the house!**

**No lifting or carrying — it's on BIG RUBBER WHEELS!**

**AND — in this great new Lewyt you get more power... instant dust disposal... unequalled quietness! It's today's greatest value — see it at 10,000 dealers coast-to-coast!**

**NEW!** Instant dust disposal. Flip open hinged top, toss out "Speed Sak!" No clamps to undo! No dust bag to empty!

**NEW!** Extra rug cleaning power! New Dual-Turbo Motor plus No. 80 Carpet Nozzle clean rugs 4 ways at every stroke!

**NEW!** "Power Dial" for exact suction!

**NEW!** Allergy-proof filter system! New compact, square shape! New deodorizer!

**PLUS!** Comes with all tools to clean floor-to-ceiling! For nearest dealer look under "vacuum cleaners" in your phone book.



**OFFICIALLY ENDORSED** by National Institute of Rug Cleaning, Inc. . . . official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs daily. Have them professionally cleaned at least once a year by a professional rug cleaner.

*the all new*  
**DO IT WITH LEWYT**

LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.

## LETTERS TO THE EDITORS

CONTINUED

### A BETTER CHANCE

Sirs:

The Democrats, you say in your editorial "A Better Chance for Progress" (LIFE, Nov. 15), do not have a mandate because they failed to get a normal turnover. You should note that when the division is very close between the two parties in the House and Senate, one does not expect a "normal" off-year turnover.

JOHN IRVING MARSHALL

Cleveland, Ohio

● Outside the South, Democratic candidates got only 50.4% of the vote to 49.6% for the Republicans. Such a close victory can hardly be considered a mandate. —ED.

Sirs:

You say, "The electorate, by refusing to vote decisively against them, has given its general approval to the Eisenhower job so far." How much more of such "approval" is required to spell the complete annihilation of the GOP? I have been a registered Republican for nearly half a century, but find myself unable to share your optimistic outlook.

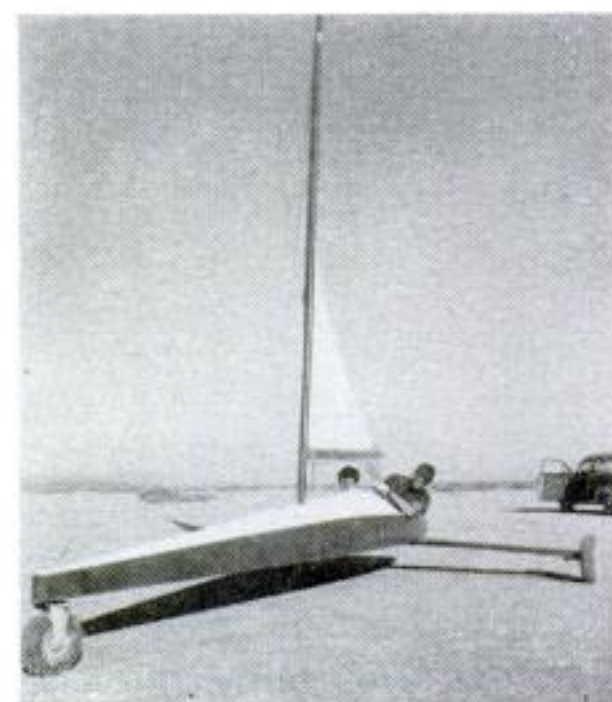
JOSEPH SCHMEDDING

Desert Hot Springs, Calif.

### SAND SAILORS

Sirs:

We liked your fine coverage of sand yachting ("Gusty Paradise for Sand Sailors," LIFE, Nov. 15) at Lancashire, England. We have been sand sailing here in California for many years on the dry lakes near Los Angeles. Our boats like the one below are not as large as the ones shown, but we certainly exceed those speeds, because we have several times reached 70 mph. Acceleration is especially impressive. We can leave any make sports car at the starting line.



Some of the hazards encountered are blinding sand storms, desert turtles, hot rodders trying out their cars on the same dry lakes and — no brakes. Slowing down is done only by turning into the wind.

HERBERT G. SCHWARZ

Los Angeles, Calif.

### MAN WHO REVIVED HOPE

Sirs:

In your article on Anthony Eden ("The Man Who Revived Hope for Western Europe," LIFE, Nov. 15) you mention that his old regiment which fought so valiantly at Calais is the King's Royal Rifle Corps, known also as "the 60th Rifles."

This regiment was raised in North America on Christmas Day, 1755. The

CONTINUED ON PAGE 20

## Spray-Away

MISERY OF COLDS!

## Sneezes, Sniffles



ONE QUICK SQUEEZE BRINGS HEAD COLD EASE

Use Mistol Mist, the modern nasal spray with Neo-Synephrine.\* Feel how quickly your nose opens up! Carry in pocket or purse, use anywhere. Only 98¢, less than 1/3¢ per spray. Get each of the family one. For dropper type relief get Mistol in regular bottles.

\*Registered trademark of Winthrop-Stearns, Inc.



**Mistol** Your Best Choice In Nasal Medication  
A PLOUGH PRODUCT

Get the **BEST** for **LESS**... get 100 TABLET BOTTLE 49¢

**St. Joseph ASPIRIN**

## AQUADATIC



**SELF-WIND** for greater accuracy... records the date automatically

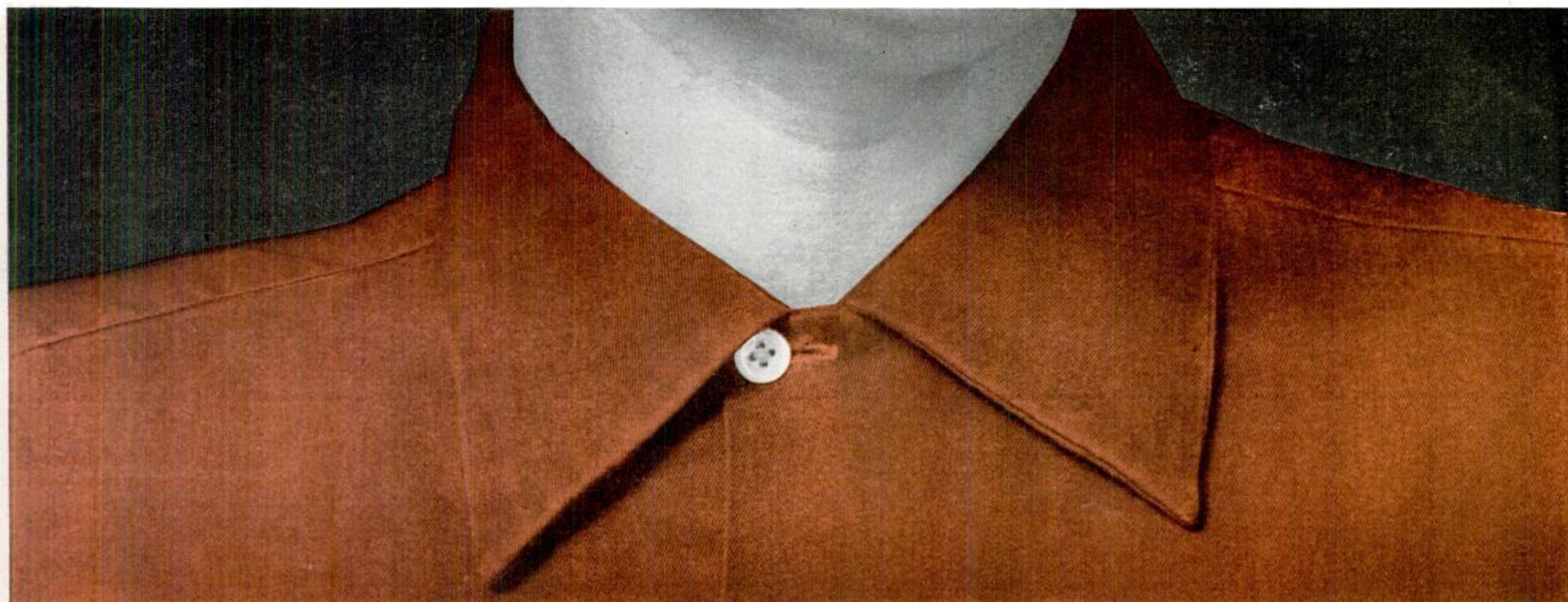
**Certified Waterproof\*** Man-of-action styling. 17 ruby-jewel movement. Shock-Dust Resistant. Anti-Magnetic. Sold and serviced in 85 countries by jeweler-craftsmen who honor the Nivada Grenchen guarantee. \$65 F.T.I.

\*As long as crystal is intact, case unopened.

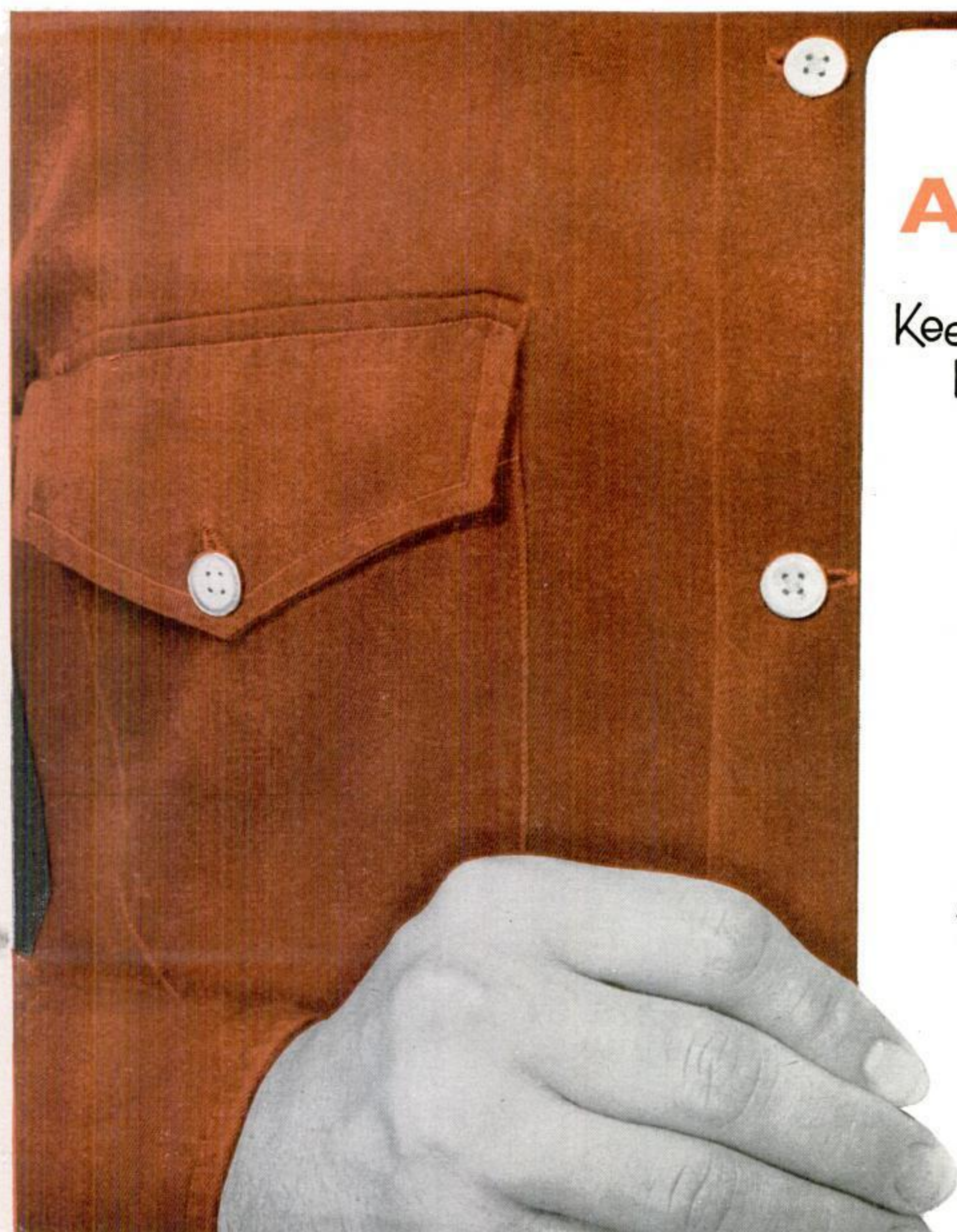
## CROTON NIVADA GRENCHEN

For name of your friendly neighbor — the jeweler, write: Croton Nivada Grenchen, 404 Fourth Ave., N. Y., 16, N. Y.





...WASHED 150 TIMES...REFUSES TO WEAR OUT



New  
**AVCOSET\***  
rayon

Keeps looks and size through  
lifetimes of laundering!

This rayon shirt was worn and washed 150 times...at least three times the service you'd expect from a shirt!

Of course it shows wear. But the important point is that it is still wearable, it still fits, and its color is still clear. It has survived the toughest performance test on record.

The reason behind this remarkable performance record is a new kind of rayon fabric—Avcoset rayon fabric, made with the kind of built-in washability that doesn't wash out.

You will find Avcoset rayon in America's leading washables for men, women and children... assuring you lasting, trouble-free washability.

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SAVE YOURSELF TROUBLE  
BY TAKING THE TROUBLE  
TO LOOK FOR THE  
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\*T.M. of American Viscose Corp., for fabrics and cellulose ethers.





If your car feels like this...it's time  
for **MARFAK** chassis lubrication



That "cushiony" feeling  
lasts longer with —



Here's how to make your driving "pillow-soft" and *cushiony*. Protect the chassis with *Marfak* lubrication. *Marfak* cuts wear, fights friction, gives you *cushiony* driving for 1,000 miles or more. *Marfak* really can "take it"—it's specially made to resist jar-out, squeeze-out, wash-out. For longer lasting *Marfak* lubrication see your Texaco Dealer, the best friend your car has ever had.

THE TEXAS COMPANY

**TEXACO DEALERS**  
in all 48 states

*Texaco Products are also distributed in Canada and in Latin America*



## LETTERS TO THE EDITORS

CONTINUED

enlisted men, who looked like this (below) in 1770, were recruited from settlers in Massachusetts, New York, Pennsylvania, Maryland and North Carolina and for a time Colonel George Washington was second in command. Later the 60th fought with the British against the rebellious colonists during the Revolutionary War.

During the early years of World War II many Americans were enlisting in the British army and it was only natural that many were granted his majesty's commission in the 60th.

KENNETH POWERS

Queens Village, N.Y.



ROYAL RIFLE RECRUIT, 1770

### 100-FOOT LOT

Sirs:

The pictures of the "Big Outdoors on a 100-foot Lot" (LIFE, Nov. 15) would make even the most retired and introverted conservative become a color-happy lover of modern design. I don't think I shall be happy any more in the drab interior which I call my home.

WILLIAM WENTE

Roswell, N. Mex.

### COOKIE CUTTER AFLOAT

Sirs:

In the story "Cookie Cutter Afloat" (LIFE, Nov. 15) you say the 550,000

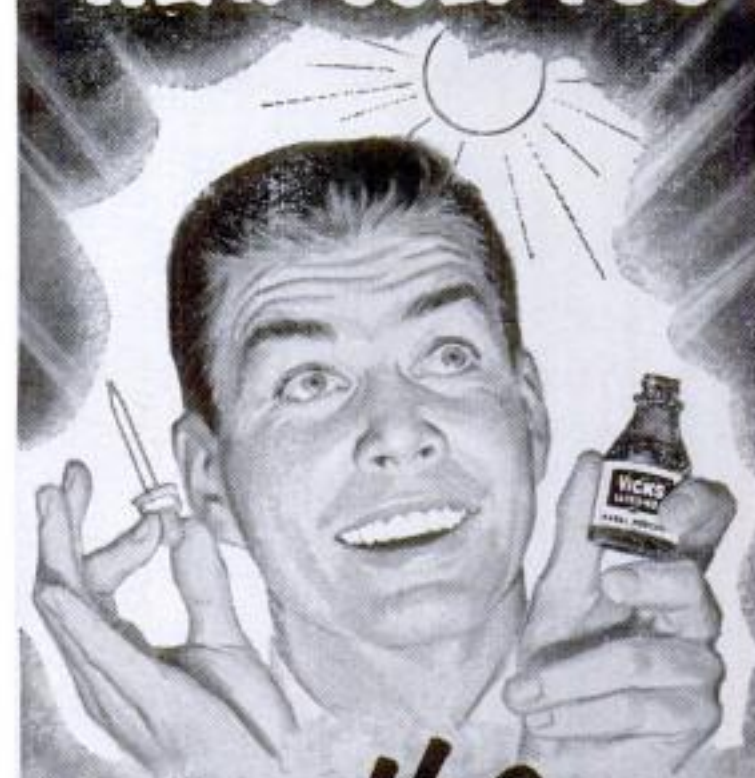
CONTINUED ON PAGE 25

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## Break through that stuffy HEAD COLD FOG



**Breathe Again!**

Don't go on suffering all the miseries of a head-cold! Open up your nose—in seconds—with soothing Vicks Va-tro-nol Nose Drops. Reduces swelling, makes breathing easier. A few drops up each nostril as directed gives wonderful relief.

**VICKS VA-TRO-NOL**  
NOSE DROPS



**NOW—for children...**

a new, different aqueous nose drop that clings to give longer relief. Milder-feeling. Fully effective.

New Mild Vicks Va-tro-nol Nose Drops For Children

imagine getting  
**all these tools—**  
a complete home workshop

for only **\$49.95**



**Look!**

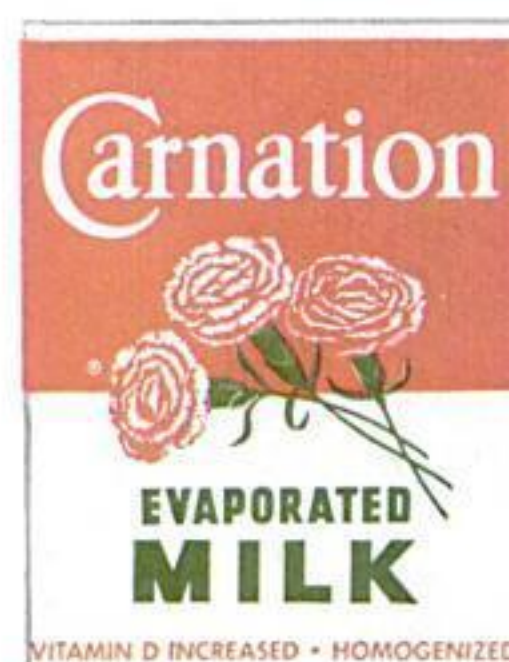
Precision engineering has developed these professional attachments... all powered by Thor's famous 2500 RPM SpeedDrill with geared key-operated chuck. Here's what you get: 1-1/4" SpeedDrill; drill stand; combination portable saw attachment and bench mounting stand; power saw table; 5" rotary saw; assorted bits; grinding wheel; wire brush; buffer; sanding discs; polishing bonnet; paint stirrer; adapting hardware; and steel carrying case. Perfect for **GIFTS!** At better hardware, appliance, and department stores.

**Thor**  
SpeedTools

write for **FREE Do-It-Yourself Booklet**  
**SpeedWay** manufacturing co.  
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1834 South 52nd Avenue • Cicero 50, Illinois



# Carnation Fudge...a House Full of Fun in 5 Minutes!



so quick!

You can't miss!

No soft-ball  
test—No  
thermometer  
needed

so easy!

so delicious!

COPR. 1954, CARNATION CO.

## Carnation 5 Minute Fudge (Recipe)

Combine  $\frac{3}{4}$  cup (small can) *undiluted* Carnation,  $1\frac{1}{2}$  cups sugar,  $\frac{1}{2}$  teaspoon salt in saucepan over low heat. Heat to boiling, then cook 5 minutes, stirring constantly. Remove from heat. Add  $1\frac{1}{2}$  cups (16 medium) diced marshmallows,  $1\frac{1}{2}$  cups semi-sweet chocolate bits, 1 teaspoon vanilla and  $\frac{1}{2}$  cup chopped nuts. Beat vigorously 1-2 minutes or until marshmallows are melted. Pour into buttered 9" square pan. Top with chopped or whole nuts, if desired.

**FREE!** Send today for "Party Sweets," colorful booklet of exciting new party desserts, cake icings, candies. Address Mary Blake, Carnation Co., Dept. LM-124, Los Angeles 36, Calif.



# Perfect Christmas gift



A Modern Chest with unusually smart, graceful lines. Blond oak, equipped with self-lifting tray. Model #3082. Seafoam mahogany model #3096. Lane table #257. Chest price, **\$59<sup>95</sup>\***

\*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.



FOYER

**Charming Lowboy** in Cordovan mahogany. Drawer in base. Model #2933. Blond oak #2920; Seafoam mahogany #2929. \$79.95\*



LIVING ROOM

**Smart Modern** chest in new Pearl Seafoam mahogany finish. Has lock compartment in self-lifting tray. Model #3085. \$69.95\*



BEDROOM

**Attractive Chest** of matched walnut with borders of zebrawood. Equipped with self-lifting tray. Model #3083. \$49.95\*



BEDROOM

**Streamlined Modern** chest in figured blond sonora. Has lock compartment in self-lifting tray. Model #3029. \$69.95\*



LIVING ROOM

**Unusual Modern** functional design in blond oak with cedar storage compartment and 3 drawers. Model #2728. \$89.95\*



LIVING ROOM

**18th-Century Salem** chest in mahogany. Drawer in base. Model #2365. Also in maple #2366. Each, \$79.95\*



LIVING ROOM

**Unusual Modern** chest in blond oak. Model #2852. In Seafoam mahogany #2853, in Cordovan mahogany #2856. Each, \$79.95\*



DINING ROOM

**Queen Anne Lowboy** in glowing mahogany. Full-length drawer in base, simulated drawers above. Model #2805. \$89.95\*



# for one you love!



**H**ERE IS a Christmas gift bound to thrill that certain someone on your list—because it's as sentimental as mistletoe and as practical as a savings account! Somewhere on these pages you'll find *exactly* the Lane Cedar Chest for:

**Sweetheart**—whose Lane will say, "I love you," sincerely and beautifully. Into its safe-keeping will go dainty lingerie, luxurious blankets, linens—to stay safe and fresh for her "I do" day.

**Daughter**—You'll be amazed at how quickly (with the help of gift-giving friends and relatives) she'll collect lovely things that will someday be proud treasures in a home of her own.

**Wife**—No woman ever had enough storage space! With her Lane, she'll find the answer to a multitude of storage problems and have a handsome piece of furniture, too.

**Mother**—At long last, Mom will enjoy the blessing of abundant storage space, without fear of moths—and your "Merry Christmas" gift will be enjoyed every day of the year.

**Sister**—You'll prove that she, too, has a very special place in your heart—and that you wish her a genuine, lasting kind of happiness.

You'll find Lane Chests at most leading department and furniture stores. When you see them, keep this in mind: *Just one nice garment saved from moths can pay for a Lane Cedar Chest!*

ALSO MAKERS OF LANE TABLES

## A LANE CEDAR CHEST

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of  $\frac{3}{4}$  inch red cedar in accordance with U. S. Government recommendations, with a free moth-protection guarantee underwritten by one of the world's largest insurance

companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechtels, Ltd., Hanover, Ontario.

Many Lane Chests at... **\$49.95\*** Easy terms



LIVING ROOM

**Decorative Modern** chest of matched American walnut. Has self-lifting tray and drawer in base. Model #3047. \$69.95\*



FOYER

**Handsome 18th-Century** chest in rich mahogany with Lane's convenient self-lifting tray. Model #2601. \$59.95\*



BEDROOM

**Modern** chest in blond oak. Self-lifting tray. Model #3081. Seafoam mahogany #3095; walnut #4006. \$49.95.\* Lane table #247.



FOYER

**Stunning Modern** in American walnut. Self-lifting tray. Model #3008. Also in pearl Seafoam mahogany #3023. \$59.95\*



BEDROOM

**Authentic Colonial** chest of antique maple. Has self-lifting tray. Model #2260. Also in Salem maple #2851. \$69.95\*



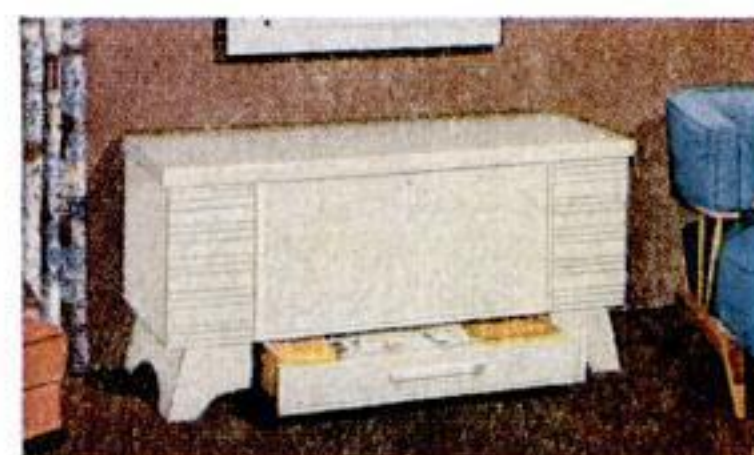
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**Matched Woods** in a streamlined chest of walnut, paldao and zebra. Has self-lifting tray. Model #3084. \$59.95\*



LIVING ROOM

**Superb Modern** chest in rich Cordovan mahogany. Equipped with self-lifting tray. Model #2485. \$59.95.\* Lane table #237.



LIVING ROOM

**Distinctive Modern** chest in Seafoam mahogany. Has self-lifting tray and convenient drawer in base. Model #3086. \$69.95\*



LIVING ROOM

**Modern Console** in blond oak. Interior drawer, pull-out shelves. Consoles also in other styles, finishes. Model C-108. \$99.95\*



LIVING ROOM

**18th-Century Chest** in satin-finish mahogany. Full-length drawer in base, simulated drawers above. Model #2221. \$79.95\*



DINING ROOM

**Modern Lowboy** in blond oak. Drawer in base. #2920. Seafoam mahogany #2929. Cordovan mahogany #2933. Each, \$79.95\*



BEDROOM

**Colonial Drawer Chest** in American cherry. Full-length drawer in base, simulated drawers above. Model #2547. \$89.95\*



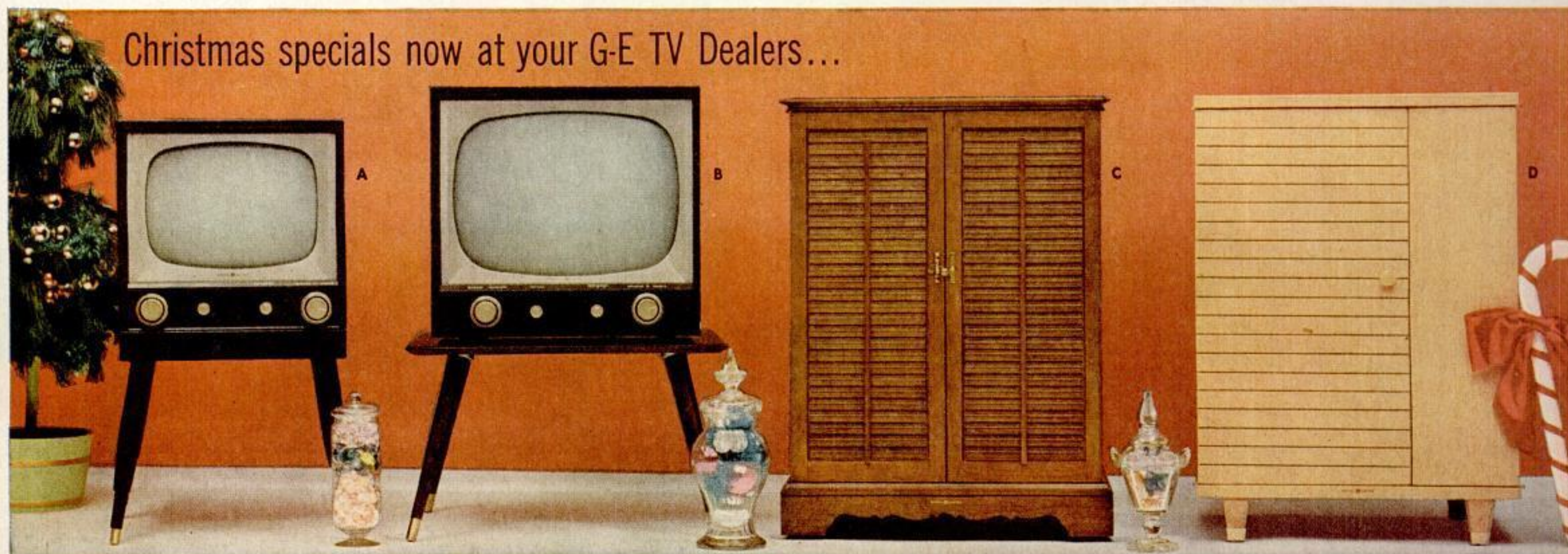
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**ONLY G-E ULTRA-VISION LO-BOY HAS 'EM!** Preview showings prove these features are the most wanted in TV today! *Stand-up tuning*...no awkward crouching. Relaxed, *reading-angle viewing*...most restful of all. *Smart, modern look*—long, low, proud. The finest TV to look at...on or off!

**PLUS PICTURE VOTED BEST 7 to 1.** Best in 108,792 side-by-side showdowns... nationwide! Famous G-E Aluminized Picture Tube...super-distance chassis...two speakers...G-E Glarejector with shatterproof safety glass. In master-crafted cabinetry of blonde oak, walnut (above) or mahogany.

Christmas specials now at your G-E TV Dealers...



General Electric Comedy Theatre Presents "THE RAY MILLAND SHOW" TV CBS weekly

**NEW G-E "PACERS" FROM \$149.95** ("Pacers"—A and B) with super cascade tuner, powerful horizontal chassis (Underwriters Approved—shock-protected), full power transformer that extends tube life up to 50%, and zone area control. Six special "Pacers" to choose from. Important: G-E will *not* interfere with any other set in your home.

**WHICH TV? G-E—BEST DEAL IN TOWN!** Now at your dealer's are G-E's Fine Furniture TV in the Provincial model (C) and a fresh new design (D). Correct for traditional or modern rooms. Famed for superb fringe area reception—yet priced no more than ordinary TV. General Electric Co., Radio & TV Dept., Electronics Park, Syracuse, N. Y.

Prices include Federal Excise Tax and one-year Factory Warranty on picture tube, 90-days on parts. Bases for table models and UHF tuning available at slight additional cost.

*Progress Is Our Most Important Product*

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# 100%

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of your car\*

AMAZING

### SPAN-O-LIFE

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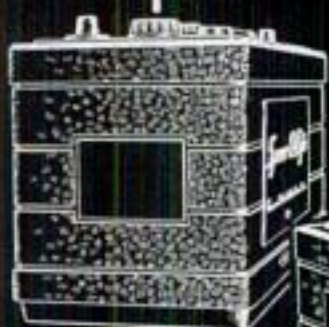
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outlast the ownership of  
your car, yet priced just a  
few dollars more than an  
ordinary battery.

## Span-O-Life®

C O R P O R A T I O N

NEW BRAUNFELS, TEXAS

## LETTERS TO THE EDITORS

CONTINUED

barrels of concrete in the two caissons  
would make a road 135 miles long.  
Not the way I figure it. The usual  
highway 135 miles long would require  
about 12 million cubic feet of con-  
crete. But 550,000 barrels of concrete  
is roughly 2.5 million cubic feet of  
concrete.

G. M. WOLFE

Pittsburgh, Pa.

● LIFE should have said that the  
two caissons plus other piers in the  
bridge will require 11,826,000 cubic  
feet of concrete, which is enough to  
build a 135-mile highway.—ED.

### TOMBSTONE TRACERY

Sirs:

I was very interested in the "Tomb-  
stone Tracery" (LIFE, Nov. 15) of  
Miss Dienes because we on Cape Cod  
have many fine examples of the same  
art. The "cherub" you show on one  
tombstone was probably meant to be  
the angel of death which was a com-  
mon motif for tombstone carvers. Lat-  
er carvers softened the tombstones by



replacing the grim angel with semi-  
abstract portraits of the person buried  
beneath the stone. Here, for instance,  
are two rubbings made by Howard  
Mitcham of two 18th Century tomb-  
stone portraits.

FRAN BLAKE

West Barnstable, Mass.

### LIBERCHIMPSKI

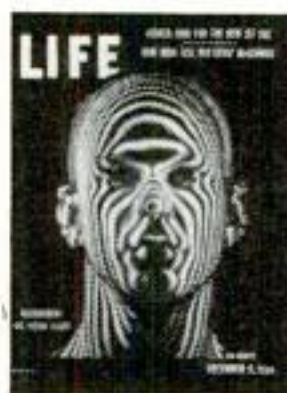
Sirs:

Instead of an article that makes fun  
of a young man who has everything  
to be proud of and who is a success  
because of himself and a wonderful  
mother, instead of devoting all the  
space you did to a dumb animal, you  
should devote as much or more space  
to the wonders of Mr. Liberace ("The  
Great Liberchimpski," LIFE, Nov. 15).  
His entertainment is clean, beautiful  
and something that appeals to people  
of similar ideals.

MRS. MALCOLM D. MACINNES

Scarsdale, N.Y.

Please send



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\* watch enlarged to show details

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*Fine watches since 1791*

24 diamonds, 14K white gold,  
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Write for name of nearest jeweler and for  
brochure showing other diamond watches.



*News from Hilton*

*Conrad N. Hilton, President of Hilton Hotels Corporation, looking over the newest Hotel Statler, recently opened in Hartford, Conn. Located adjacent to Bushnell Park, it is completely air-conditioned.*



**LOS ANGELES STATLER** On Wilshire Boulevard. Completely air-conditioned. 1275 Guest Rooms with TV and Radio. Five Restaurants.



**ST. LOUIS STATLER** Washington Ave. Completely air-conditioned. 650 Rooms with Radio. Four Restaurants.



**BUFFALO STATLER** On Niagara Square in downtown Buffalo. 1100 Rooms with Radio. Four Restaurants.



# Hilton Welcomes Statler Hotels to Family

## *A Statement of Policy from Conrad N. Hilton*

It affords us great pleasure to have the honor and privilege of adding the famous Statler Hotels to our family of world-wide operations. Statler Hotels have been a great name since 1908 when they were founded by Ellsworth M. Statler, a pioneer in the hotel world. As a part of the Hilton group we assure you that these distinguished hotels will retain their identity and uniformity of fine facilities and service for which they have been famed for more than four decades.

Through the acquisition of the Statler Hotels, the Hilton organization is now better able to serve you in more large cities from coast to coast. World travellers will find that the union of Hilton and Statler Hotels will bring accessibility to over twenty-five hotels of international renown—from the Waldorf-Astoria in New York to the hotels in Boston, Washington, Chicago, Houston, Los Angeles, and other leading cities. The amalgamation also makes it possible for us to offer Hilton guests a choice of hotels in many

cities as well as reciprocal reservation services and credit facilities.

The quality of service, the friendly hospitality, the good food and accommodations which you will find at Hilton and Statler Hotels are not confined to our country alone. Hilton international operations, already established in San Juan, Puerto Rico and Madrid, will soon be extended to Istanbul, Cairo, London, Havana, Mexico City, Acapulco, and Rome. Although the primary purpose of these international hotels is to better serve travellers around the globe, it is hoped that their operation by American interests will prove to be of great international significance in fostering good-will and brotherly understanding among the peoples of every nation.

Hilton and Statler have joined forces and are happy to be one family of American hotels—ready to serve you and eager to please you . . . at home and abroad.

*Conrad N. Hilton*  
PRESIDENT, HILTON HOTELS CORPORATION

**HILTON HOTELS AROUND THE WORLD:** *In New York, N. Y.:* The Waldorf-Astoria, The Plaza, The Roosevelt, The New Yorker • *In Chicago, Ill.:* The Conrad Hilton, The Palmer House • *In Washington, D. C.:* The Mayflower • *In St. Louis, Mo.:* The Jefferson • *In Dayton, Ohio:* The Dayton Biltmore • *In Columbus, Ohio:* The Deshler Hilton • *In Los Angeles, California:* The Town House • *In San Bernardino, California:* Arrowhead Springs • *In Fort Worth and El Paso, Texas:* The Hilton Hotel • *In Albuquerque, New Mexico:* The Hilton Hotel • *In Chihuahua, Mexico:* The Palacio Hilton • *In San Juan, Puerto Rico:* The Caribe Hilton • *In Madrid, Spain:* The Castellana Hilton • *In Istanbul, Turkey:* The Istanbul Hilton (opening 1955)



**NEW YORK STATLER** At Pennsylvania Station. 2200 Rooms with Radio and TV. Five Restaurants.



**DETROIT STATLER** Grand Circus Park at Washington Blvd. 1000 Rooms with Radio. Six Restaurants.



**CLEVELAND STATLER** Euclid Avenue at East 12th Street. 1000 Rooms with Radio. Three Restaurants.



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**BOSTON STATLER and Office Building** On Park Square. 1300 Rooms with Radio & TV. 6 Restaurants.





## If only I hadn't tried to pass that truck!

*It was a good break for me  
that Hartford has agents almost everywhere!*

(Based on Company File #157KAL3474)

With a friend of mine I was off for a week-end in Canada. We crossed the border and headed north.

The countryside was blanketed with snow. Wind whipped clouds of the powdery stuff into the air. But I didn't like poking along behind that big truck.

I swung left and passed. Then — out of the swirling snow — came this other car. We hit head-on!

My friend Jim was thrown into the windshield. He was the only one hurt. Both cars were badly damaged. The man I'd hit was furious. To protect his claim for damages, he procured a court order for seizure of my car!

So there I was, stranded in a Canadian village. My friend in the hospital. The car tied up in legal red tape. Who could I turn to for help?

Fortunately, my car is covered by

Hartford insurance. I called the company's local representative, and he came to my assistance.

As soon as the authorities learned my insurance was with the Hartfords, they said there was nothing to worry about. The Hartford man quickly got the impounded car released. He arranged for handling of the damage claim. He went to the hospital to make sure that Jim got the best of medical attention. He even helped us get bus reservations back home!

Believe me, I will always carry my insurance with the Hartfords. The service rendered in this one accident proved to me that it pays to be insured in a company with widespread facilities. When you're in trouble, you get fast, "hometown service" from Hartford agents — no matter where you are.



Year in and year out you'll do well with the

# Hartford

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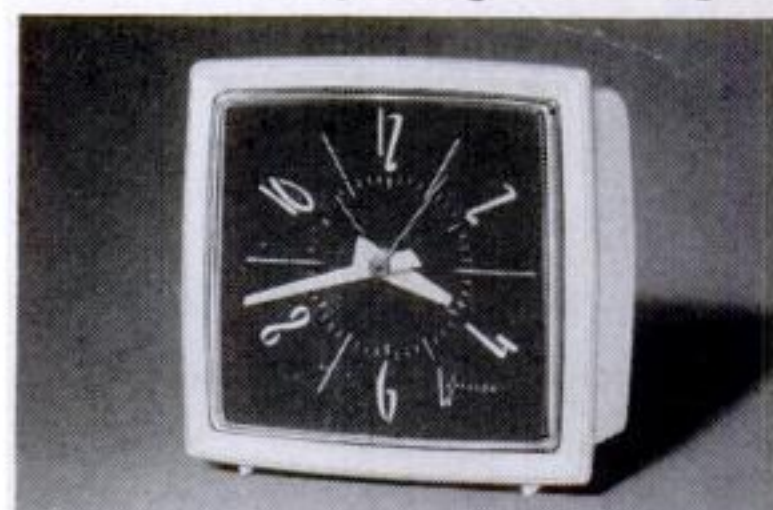
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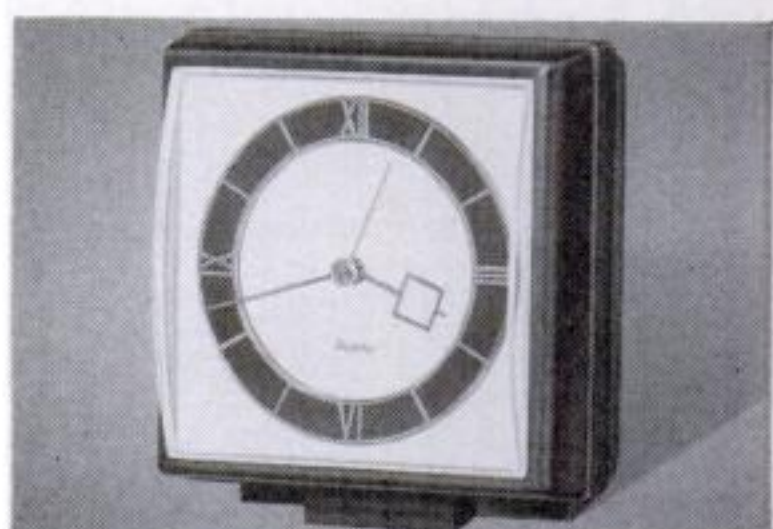
PITTSFIELD ELECTRIC ALARM. Attractive modern styling in rich wood case. Blond or mahogany finish. 4½ inches high. Bell alarm. Only \$7.95. With luminous dial, a dollar more.

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SLEEPMETER ELECTRIC ALARM. Smart modern case and dial. 4¼ inches high. Bell alarm. Non-breakable crystal. Sweep second hand. Ivory finish. Only \$5.45. Luminous, \$6.45.



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GENERAL TIME



# Making is believing! So make one! See why new Swans Down Mix beats other mixes!

Yes! Bake with the only mix that wins on all 4 "musts" for homemade cake!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

*Yes, Ma'am!* New Swans Down Cake Mixes win in tests made by 4,375 women in their own kitchens.

They'll win in your kitchen, too!

*Here's why:* Swans Down was not satisfied with the ingredients used by other mixes. So Swans Down had ingredients made especially for these new mixes. Made to blend just right with *your own fresh eggs*.

*Whip up a cake* with one of these amazing new mixes *today*, and you'll know why Swans Down is the WINNER!

P.S. You'll find recipe for frosting on the side of the Swans Down White Cake Mix package.

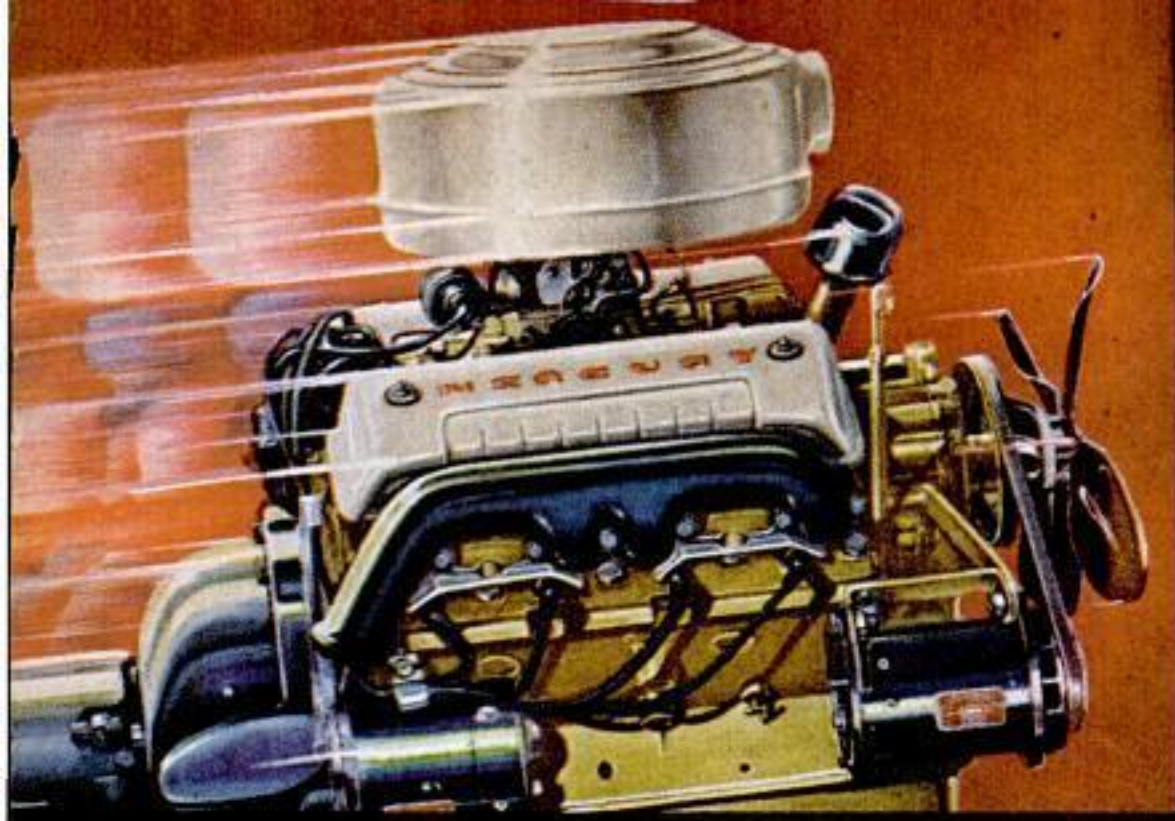
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#### TODAY'S SHOPPING LIST

- |                        |   |                |
|------------------------|---|----------------|
| SWANS<br>DOWN<br>MIXES | { | WHITE ✓        |
|                        |   | YELLOW ✓       |
|                        |   | DEVIL'S FOOD ✓ |
|                        |   | ANGEL FOOD ✓   |





#### FAR MORE POWER—COMPRESSION—TORQUE

New super-compression, Super-Torque V-8 engines power all three series of 1955 Mercurys. You get 198 horsepower (with an 8.5 to 1 compression ratio) in the ultra-low Montclair Series, and 188 horsepower (7.6 to 1 compression) in the Monterey and Custom Series.



#### FAR-ADVANCED FULL-SCOPE WINDSHIELD

Here's the latest advance in windshield design that really gives you safer side visibility. There's 17% more windshield glass area. Corner posts are well out of the way on the side and they are narrower—yet there's greater-than-ever grace and beauty, as well as new structural safety.

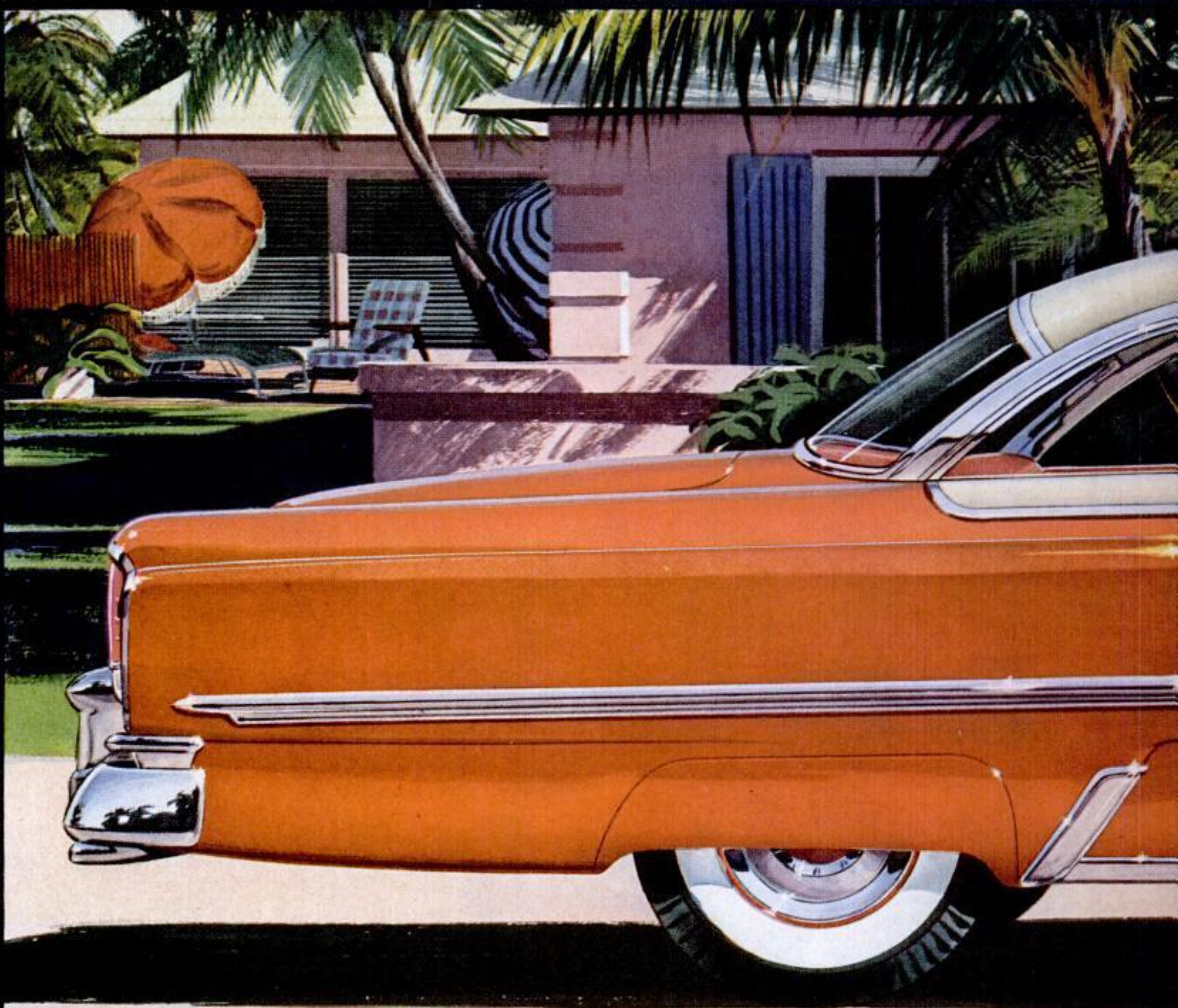


#### DRAMATIC NEW TOUCHES EVERYWHERE

From new forward-canted headlights, through new side treatment, to striking new rear deck assembly—Mercury styling is definitely *all-new*, years ahead!

# For 1955—highest powered Mercury

*Advanced new styling all over • 3  
• Brilliant new 198 horsepower, super-*



## INTRODUCING THE ULTRA-LOW, ULTRA-

Never before has there been so much Mercury news at one time! In fact, seldom in automotive history have so many advances been made in one car in one year.

For Mercury brings you a bold new look in styling. Far bigger, longer, lower bodies for all models. A dramatically new and more colorful concept of interior design. What's more, there's an entirely new series of Mercurys—the ultra-low, high-style Montclair hardtop Coupe, Convertible and transparent top Sun Valley.

But we didn't stop with styling advances. There are new improvements in ball-joint suspension. New tubeless tires at no extra cost.

New *quick-response*, smoother Merc-O-Matic Drive. Most important are the new 188- and 198-horsepower Super-Torque V-8 engines.

Here's *instant* acceleration. Not just a new high in speed—but *instant, split-second* response that gives you jet-getaway from a standing start to superhighway limits. Here's the greatest—in everything you want a car to do!

In short, this new Mercury is America's most advanced car for 1955. See it at your dealer's—and, above all, *try it*. When you compare it with any other car—you'll see why it pays to own the great new 1955 Mercury. MERCURY DIVISION • FORD MOTOR COMPANY



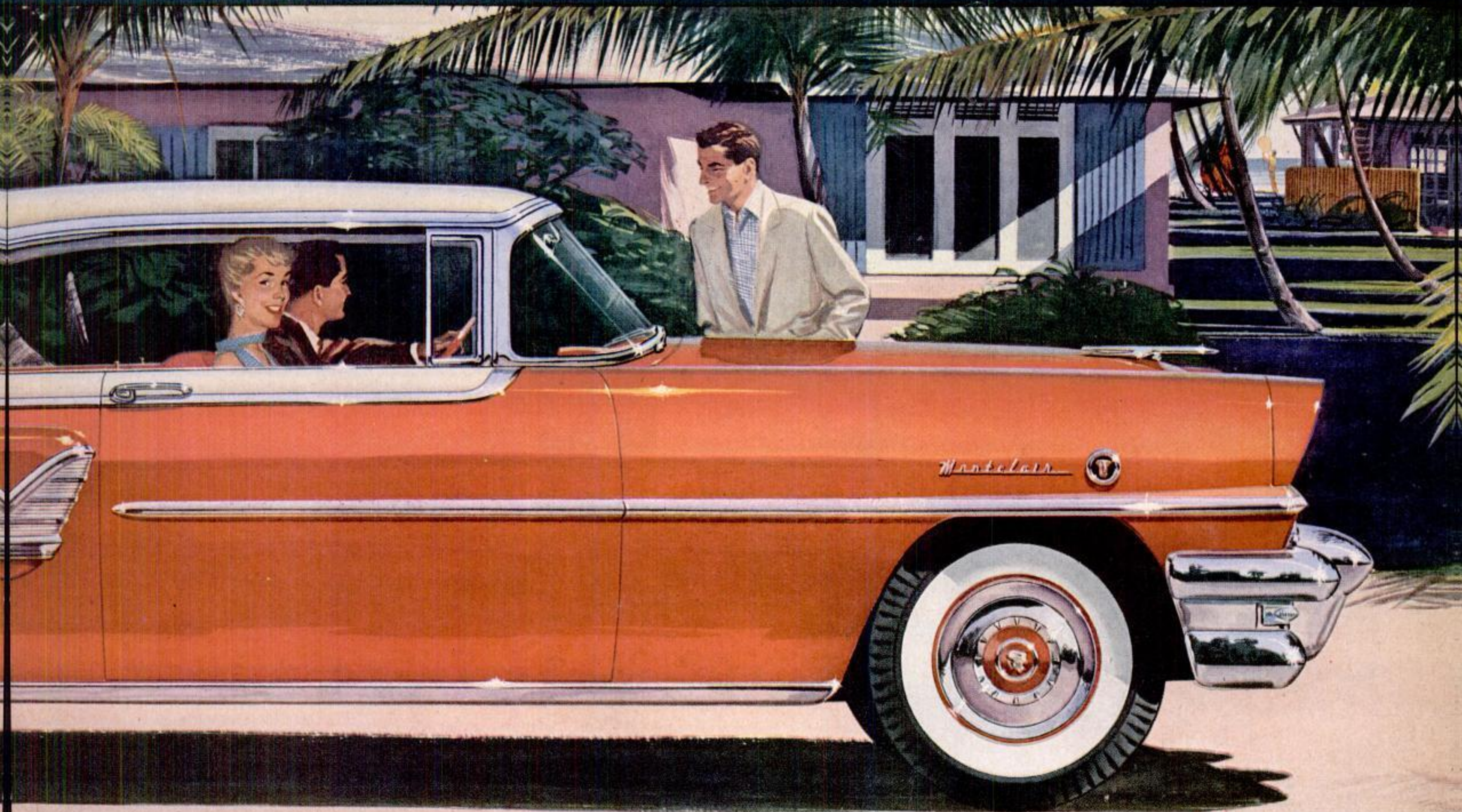
# styled, highest we've ever built !

*new series • 10 stunning models*  
**compression, Super-Torque V-8**



## MERCURY MONTEREY SERIES

Longer, lower, wider, with new, larger chassis, longer wheelbase. Choose from the hardtop Coupe (above), 4-door Sedan, Station Wagon. Note new dual exhausts (also on Montclair models).



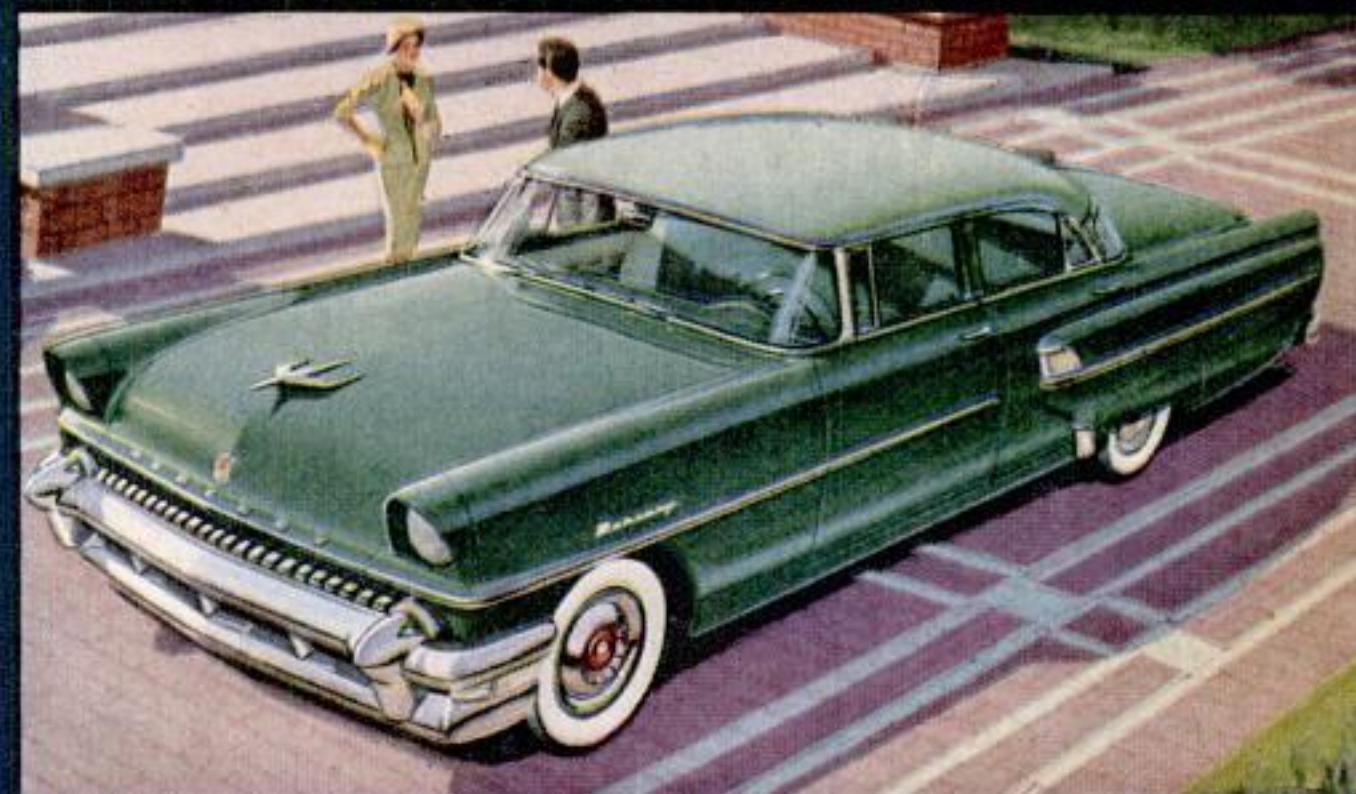
*T. S. Decker*

## SMART MERCURY MONTCLAIR SERIES

It pays to own a new 1955

# MERCURY

For future styling and super power



## MERCURY CUSTOM SERIES

Mercury's great 1955 styling and engineering advances are yours in the lowest-priced Custom Series. Your choice of hardtop Coupe, 2-door and 4-door Sedans, thrifty new all-metal Station Wagon.

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# The Motor Oil that boosts Gas Mileage up to 23%\*



**...and gives you  
quicker, easier starts  
in coldest weather!**

Yes, we're talking about an *oil*—not a gasoline!

**New Mobiloil Special...**

And it actually does increase gas mileage—by raising engine efficiency, cutting power waste! Look at this record:

\* In identical road tests, using fleets of vehicles—New Mobiloil Special reduced gasoline consumption—increased miles per gallon up to 23%—over results obtained with conventional high-quality SAE 20 motor oil.

Yes, Mobiloil Special reduced the octane requirement in every engine tested—in effect, adding octanes to the gasoline.

It cleaned up engines as no oil ever had before.

It corrected or relieved knock, pre-ignition “ping” and spark plug misfiring—reduced wear to practically zero.

And—of particular importance now, with winter ahead—New Mobiloil Special provides instant starts in sub-zero cold, the performance needed to prevent grinding wear, excessive choking and battery drain!

Mobiloil Special—Under API Classification recommended  
“For Services ML, MM, MS, DG.”

**Change Now**

**At Mobilgas Dealers—Car Dealers—Garages**

**Mobilgas**  
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# AIRBORNE JOURNALISTS IN THE JET AIR AGE

An editor, the story goes, once assigned a photographer to shoot a close-up of two airplanes crashing 10,000 feet up in the air. "O.K.," agreed the photographer, "where should I stand?" This problem applies literally to the jet air age, as LIFE's Ralph



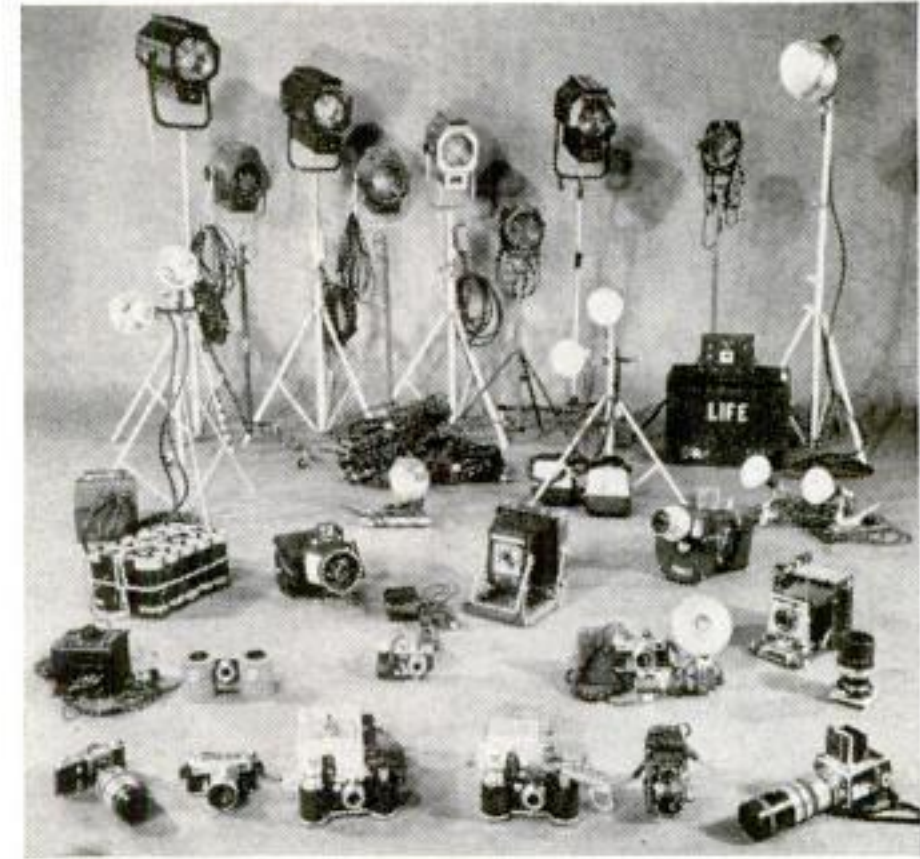
BUNDLED-UP MORSE ON A "GLOBETROTTER"

Morse recently discovered when the Strategic Air Command granted him permission as the first civilian to fly the grueling 16-hour B-47 "globetrotter" mission (pp. 141-147). "We wanted to show each air crewman's reactions," said Morse, "but not only couldn't I move around to shoot—I couldn't move around period."

The problem was solved by mounting before each crewman a camera with a motor remotely controlled by Morse sitting wedged (left) on a catwalk under the pilot. "The flight," he recalls, "was lonely. The body of the plane was so cold that my small camera could have frozen stiff from contact with it, but some of the plane's equipment around me was too hot to touch."

With this trip and others made by Morse and Reporters Bob Drew and Dick Meryman in the course of a historic photographic essay, LIFE flew, over an 11-week period, a distance greater than the earth's circumference. During much of it they carried the \$10,000 assortment of equipment, including specially built remote control gear, at right.

Obviously a story of this magnitude could never have been done without fullest coop-



\$10,000 OUTFIT FOR JET AGE CAMERAMAN

eration from the U.S. Air Force and Navy. And having been done, it could never have been published until both editors and authorities were certain that no security had been violated. Every picture, layout and line of text in "Jet Age Man" has been reviewed and cleared by the security official involved.

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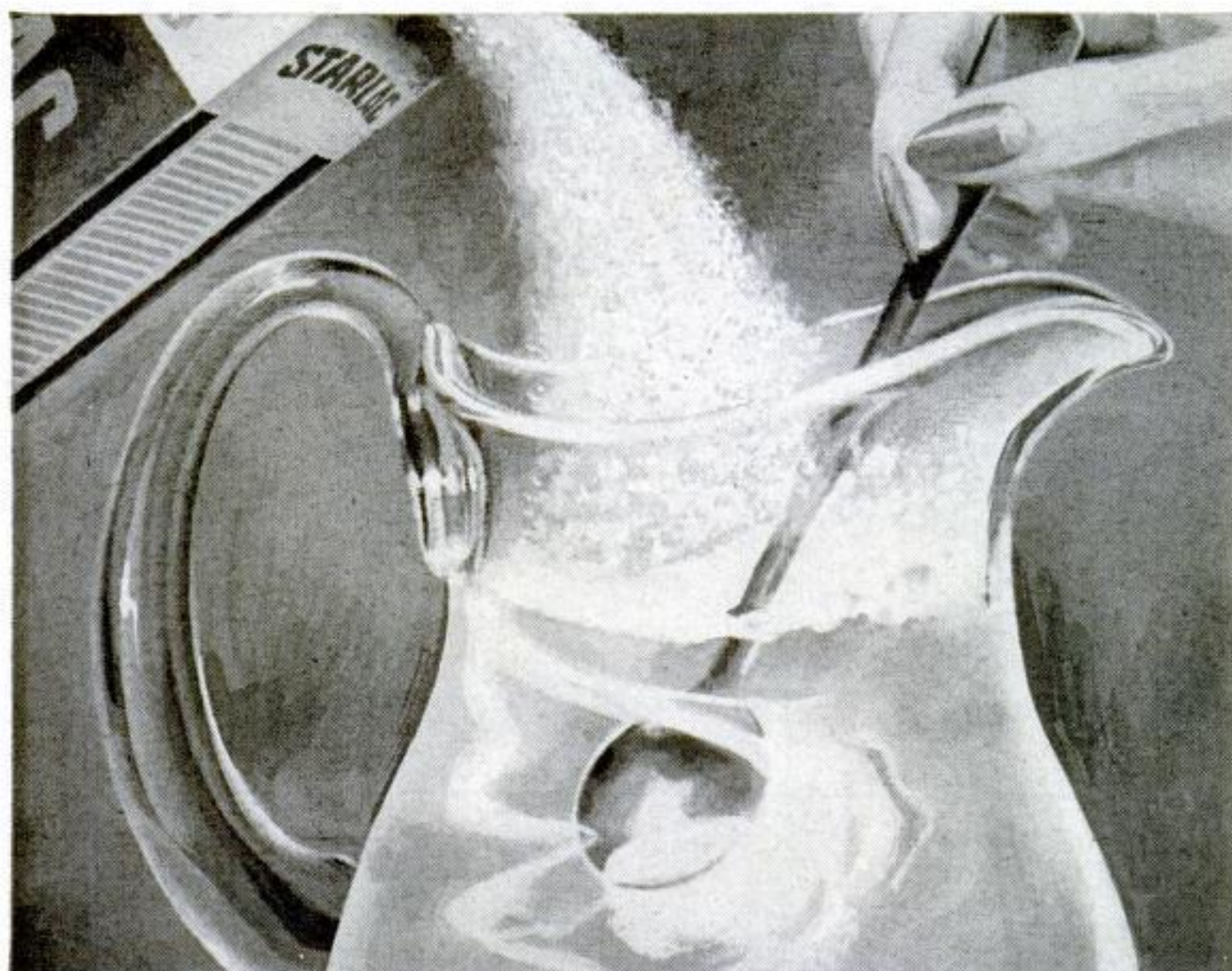
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**Mixes instantly**  
(EVEN IN ICE WATER)

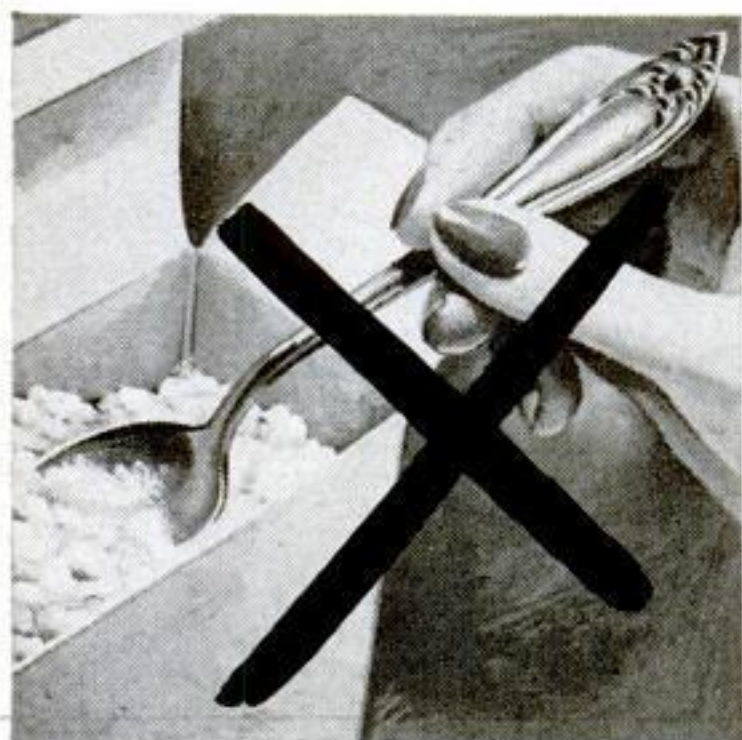


**Just stir** ... New Instant Starlac mixes instantly ... *swish!* even in ice water. Measures in a jiffy, because it pours freely from the package, blends perfectly, too. Remember: you've got priceless milk nourishment ... all the B vitamins, proteins and calcium of the finest pasteurized milk.

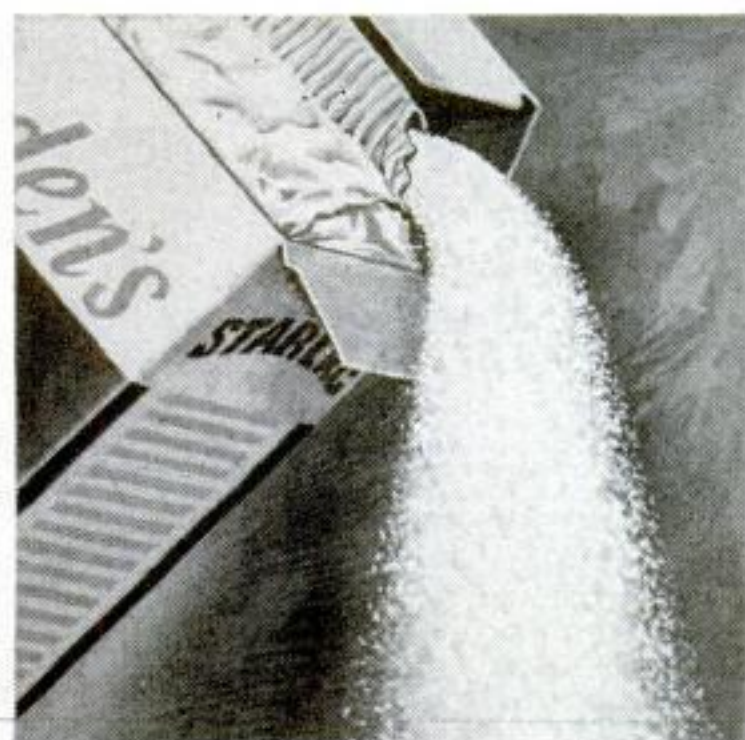
**Tastes so good**  
(YOU'LL HARDLY BELIEVE YOU MADE IT FROM A POWDER)



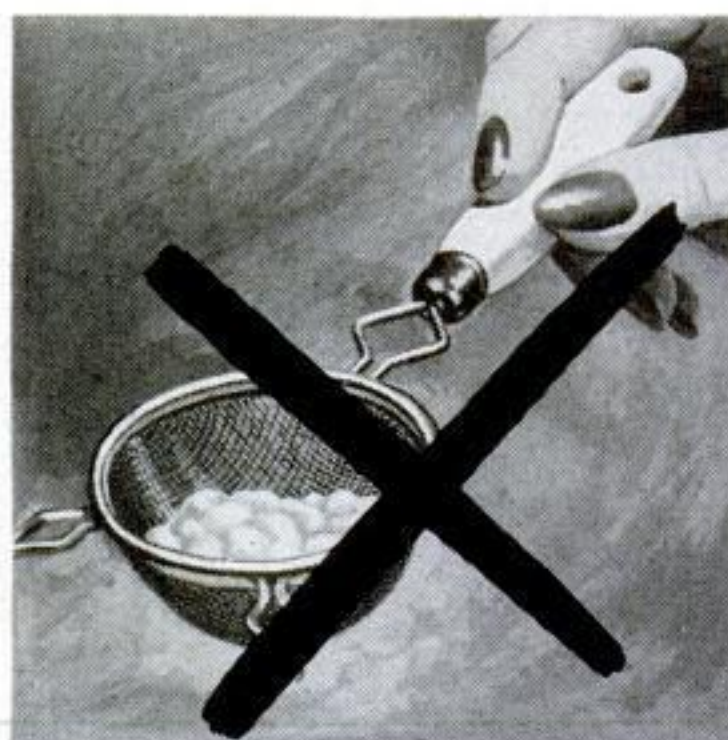
**Tastes milk-sweet** ... tastes better. Yes, housewives who tried New Instant Starlac and compared it with other brands preferred its wonderful taste 2 to 1! Your family will love its milk-fresh taste, too. And your pocketbook will love its price—about 8¢ a quart. Save money.



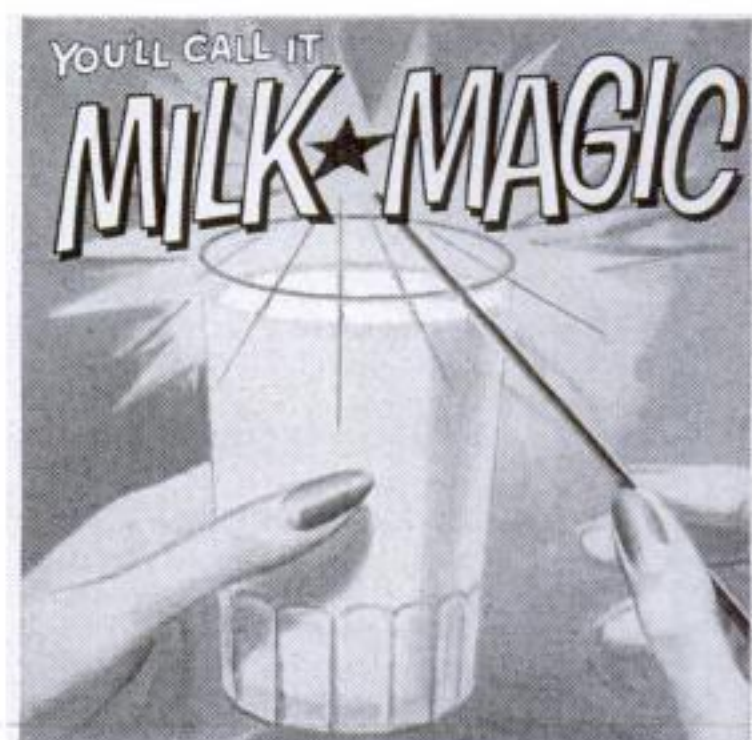
No caking as with ordinary brands



Instant Starlac pours freely



No lumps as with ordinary brands



Instant Starlac ... it's "milk magic"

Use Borden's new-type nonfat milk  
for drinking, cooking and baking

In big blue economy  
5-qt. pkg. for ...

**ABOUT 8¢ A QUART!**

In red 3-qt. pre-measured envelope pkg. at a slightly higher price







JEAN ANN VAADI, 11, SITS DISCONSOLATELY ON THANKSGIVING WITH TELEGRAM FROM THE PRESIDENT AND PICTURE OF HER FATHER, CAPTAIN EUGENE VAADI

## SEASON OF SORROW IN 13 HOMES

As the season of thanks lay upon the land, 13 families—among many millions—prepared for it with hope but little thanks in their hearts. Their sons or fathers were in Red China prisons, captured and held endless months. Hope was the persistent word that one kinsman, Captain Elmer F. Llewellyn, had sent from prison only last September: "I was hoping I would be home in time to play some football, this fall,"

he wrote, "but guess it's too late now. Hope to get there to see some, though. . . ."

Then, some 48 hours before their Thanksgiving dinners, the shocking news came in a bulletin from the Chinese Red radio. Thirteen American prisoners had been condemned for "espionage" to prison sentences ranging from four years to life. It was the first time Red China had tried and convicted U.S. military men

as spies. Eleven of the prisoners were Air Force men downed on a B-29 leaflet-dropping flight near the Yalu on Jan. 12, 1953; two were civilians downed on a flight from Seoul to Tokyo on Nov. 29, 1952. The sorrow of their fellow countrymen and sympathetic telegrams they got from President Eisenhower did little to ease the hearts of the 13 families as they sat down to break their bitter Thanksgiving bread.





JOHN DOWNEY



RICHARD FECTEAU



COL. ARNOLD



MAJ. BAUMER



AIRMAN KIBA



AIRMAN THOMPSON



AIRMAN BENJAMIN

## 'THE WAY YOU HAVE TO FEEL... OR GO CRAZY'

"I don't know how I can wait another six years," murmured the wife of Eugene Vaadi on the eve of Thanksgiving. But she, like the other relatives of the imprisoned men shown above, gallantly bore up under the numbing news. Some clasped hope to themselves like an old friend. "At first," said the wife of Wallace Brown, "I was stunned—five years!—but then, how can they hold him on such false charges?"

The wife of Captain Llewellyn, who had expected her husband home by Christmas and might now have to wait until Christmas 1959, clung to her belief as she heard the news. "When we found out he was still alive," she said, "I knew he'd be home soon, and I still think he will. That's the way you have to feel about it. If you let yourself look on the dark side of a thing like this, you go crazy."



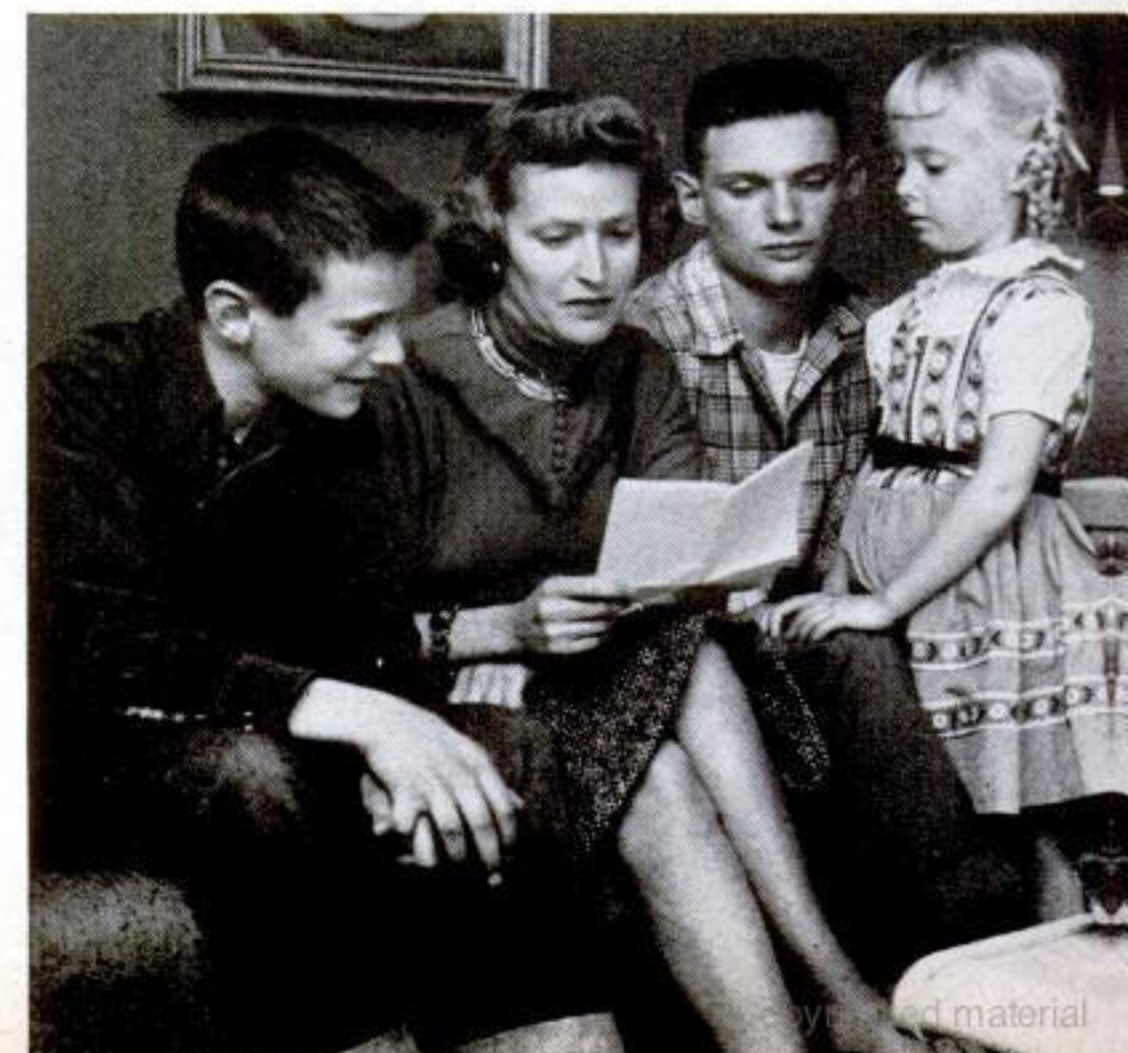
**INCOMPLETE HOLIDAY** is spent by relatives of Airmen Kiba at his sister's home in Akron, Ohio.

He was sentenced by Chinese to four years in prison. Kiba's parents are at the far end of the table.



MR. AND MRS. JOHN VAADI, WHOSE SON WAS

**HUSBAND'S LETTER** is read in Montgomery, Ala. by wife and children of Colonel John Arnold.







LIEUT. BROWN



CAPT. VAADI



CAPT. LLEWELLYN



SGT. BROWN



LIEUT. BUCK



AIRMAN SCHMIDT



SENTENCED TO SIX YEARS IN PRISON BY THE CHINESE REDS, WAIT STOLIDLY WITH GRANDDAUGHTER FOR THANKSGIVING DINNER IN LA FARGEVILLE, N.Y.

**PRAYER FOR SON,** Major Baumer, who got eight years, is said in Trinity Lutheran Church of Milton, Pa. by Mrs. Baumer (*in glasses*) and her daughter.



**CLASPING ROSARY,** Frank Brown prays with his wife for son Sgt. Howard Brown in St. Pascal's church in St. Paul. Son was sentenced to four years.



CONTINUED ON NEXT PAGE





**THEIR SON'S LIKENESS** sits on shelf near table as Mr. and Mrs. Noah Buck (*head of table*) eat

dinner with friends at Armathwaite, Tenn. Lieut. John Buck was sentenced to four years by the Reds.



**LETTERS HOME** from Lieut. Brown, sentenced to five years, are read by his wife and her parents.

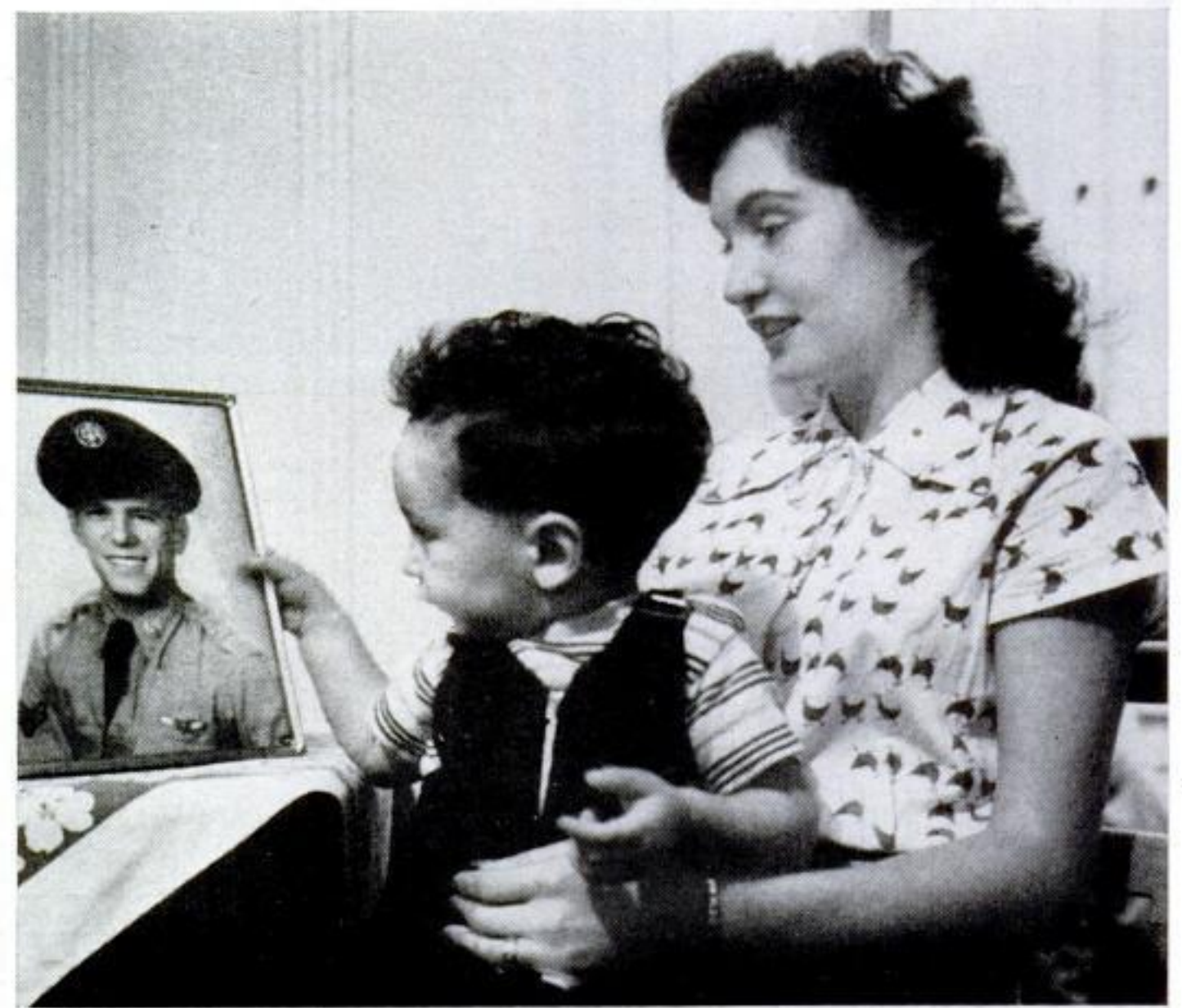
## A CHORUS OF ANGER IN U.S. AND BRITAIN

While the families had their bleak Thanksgiving, blistering protests rolled on Peking from Washington and London. The Chinese had taken two years to fabricate their case against the 13 Americans. To support charges they were U.S. spies and agents the Reds introduced "confessions" and released photographs of transmitters and weapons allegedly seized.

But the U.S. damned the charges as "utterly false" and even Great Britain, which has not hitherto seen eye to eye with the U.S. on Red China, now vigorously joined in calling the Communist action "outrageous." In some of the strongest diplomatic language it has yet used to address a Communist power, the U.S. note warned that the "restraint" hitherto shown by the American people toward such "Communist outrages" was not inexhaustible.



**PICTURE ALBUM** of Captain Elmer Llewellyn, sentenced to five years in prison, is leafed by Mrs. Llewellyn and their son Clark, 6, at Missoula, Mont. home.



**FATHER'S PORTRAIT** is held by Daniel Schmidt, 20 months, sitting on his mother's lap. Airman Schmidt, sentenced to four years, has never seen his son.













AS GAME ENDS JUBILANT MIDSHIPMEN WAVE THEIR WHITE HATS TO SALUTE NAVY VICTORY

## BIG GAME'S BIG LOOK

In football's greatest spectacle it's the Navy's turn to win

Although 102,000 people saw the Army-Navy game at Philadelphia's Municipal Stadium last Saturday and millions more followed it on television, no one saw football's greatest spectacle quite the way it appears in the unusual photograph at the left. And this year the game was the thriller of the season, a touch-and-go battle between two of the country's top 10 teams.

Army offense had outgained all major teams in the land; Navy led the country

on defense. The action was tooth-rattling; ball-carriers were tackled so hard that they fumbled 10 times. But although Army's flashy backs lived up to their notices, Navy also had an offense. The margin of difference was Navy Quarterback George Welsh (*below*), who deftly flipped three touch-down passes and set up a fourth. Navy won 27-20 and immediately accepted a New Year's Day Sugar Bowl bid—the first bowl game for the service academy in 31 years.



← **PANORAMA** of stadium was taken by photographer who shot into convex mirror and also photographed himself. Picture is printed so reader sees it as if he were on stadium rim.

**NAVY'S HERO**, Quarterback George Welsh, makes a 15-yard gain around end in the first quarter. A junior weighing 165 pounds, Welsh missed only a few minutes of the whole game.



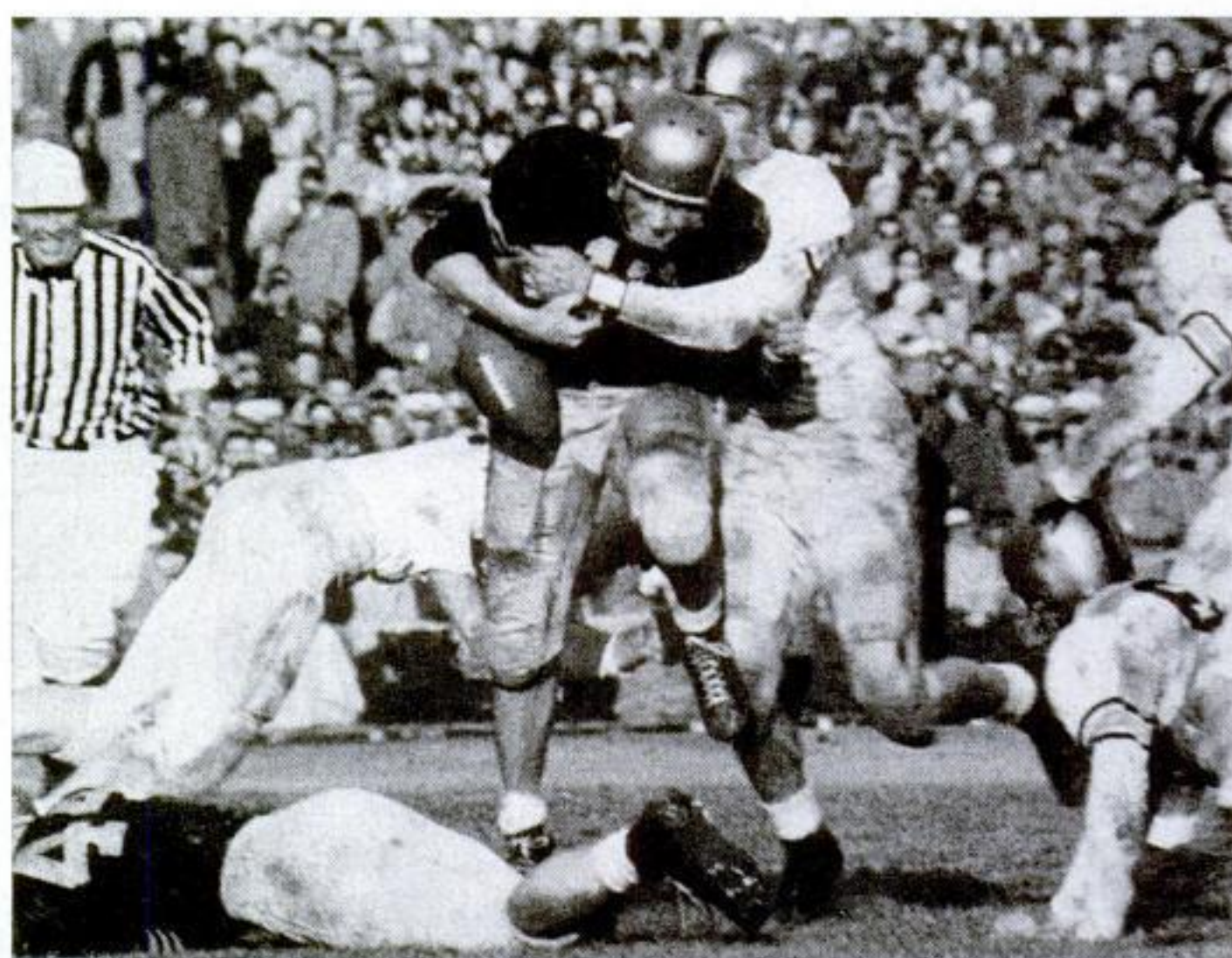


**ARMY TOUCHDOWN** is scored by Fullback Uebel in second period when Army came from behind to take 20-14 lead, lost it for good minutes later (*below*).

## Army-Navy CONTINUED



**HARD CHARGING** by fired-up Navy line, which often got the jump on Army forwards, lets Halfback Bob Craig get through for five yard gain in second quarter.



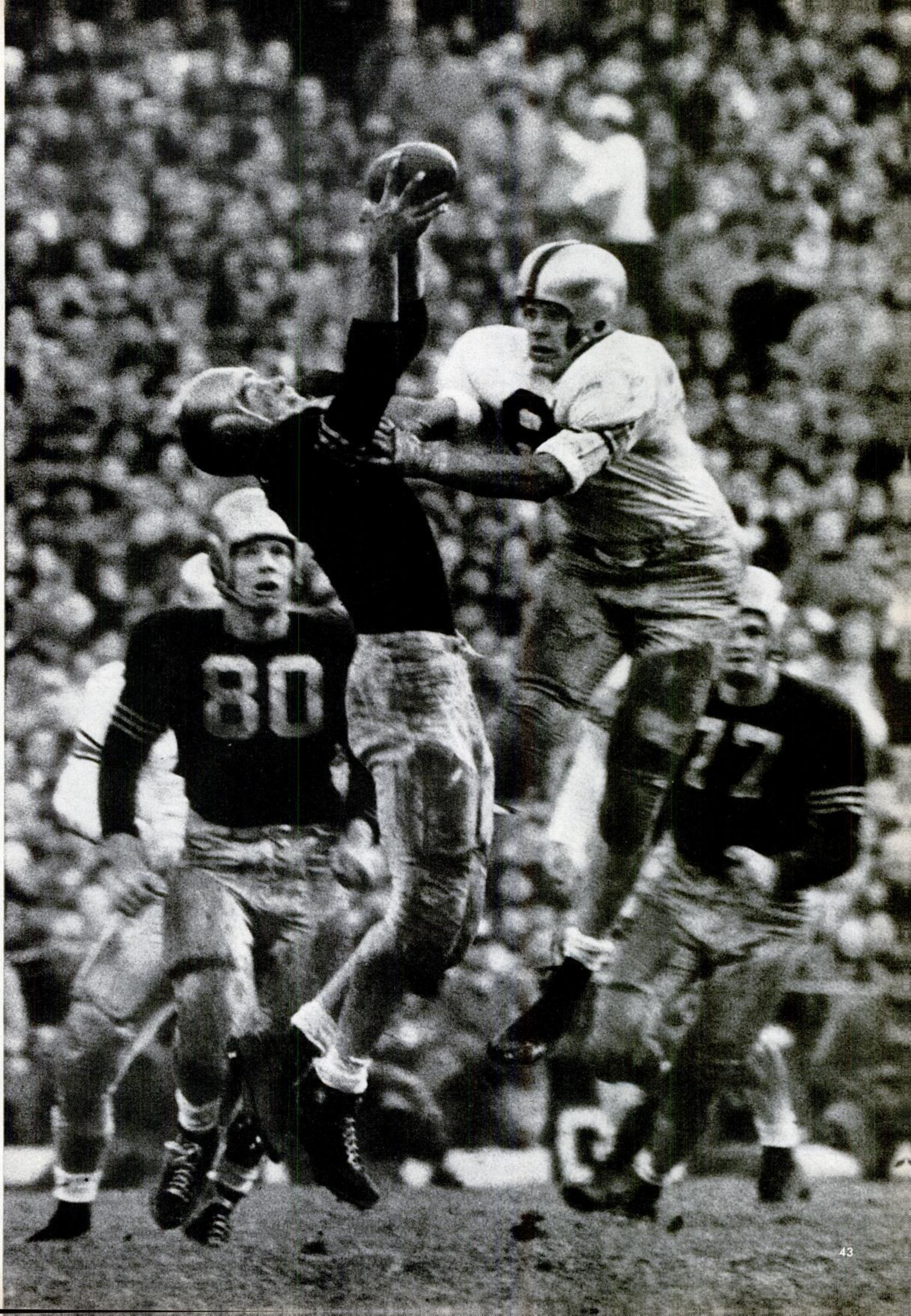
**HARD TACKLING** by both teams resulted in frequent fumbles like this one by Navy's Halfback Weaver. But he recovered to gain four yards around right end.



**WINNING TOUCHDOWN** followed Welsh pitch-out to Weaver (16), who ran 26 yards near end of first half. Welsh scored six plays later to make it 21-20.

**NAVY PASS DEFENSE** doomed Army's desperate tries to even score. In last quarter Weaver intercepted Army pass, missed by ace End Don Holleder (*right*). →







# STOCK MARKET ZOOMS PAST A HISTORIC PEAK



## Dow-Jones average mirrors investors' confidence

For 25 years—with adjustments, bull markets and shakeouts—the stock market has been working its way back toward the price peak that marked both the top of the 1929 boom and the precipice for the depression that followed. Last week, in a surge that left customers and traders limp, the market finally crashed through the old record.

The market's new high was measured by the Dow-Jones industrial average (chart, right) which went through the 1929 peak of 381 to 387. Some experts, who think Dow-Jones does not give adequate weight to inflation, feel the average must go to 572 before it equals 1929's high. Differing opinions did not obscure the facts behind the new high. For years industry has been plowing profits back into expansion until today the net worth of many companies is more than stock value. What sent prices up was not so much speculating on future profits as a buying into solid assets.

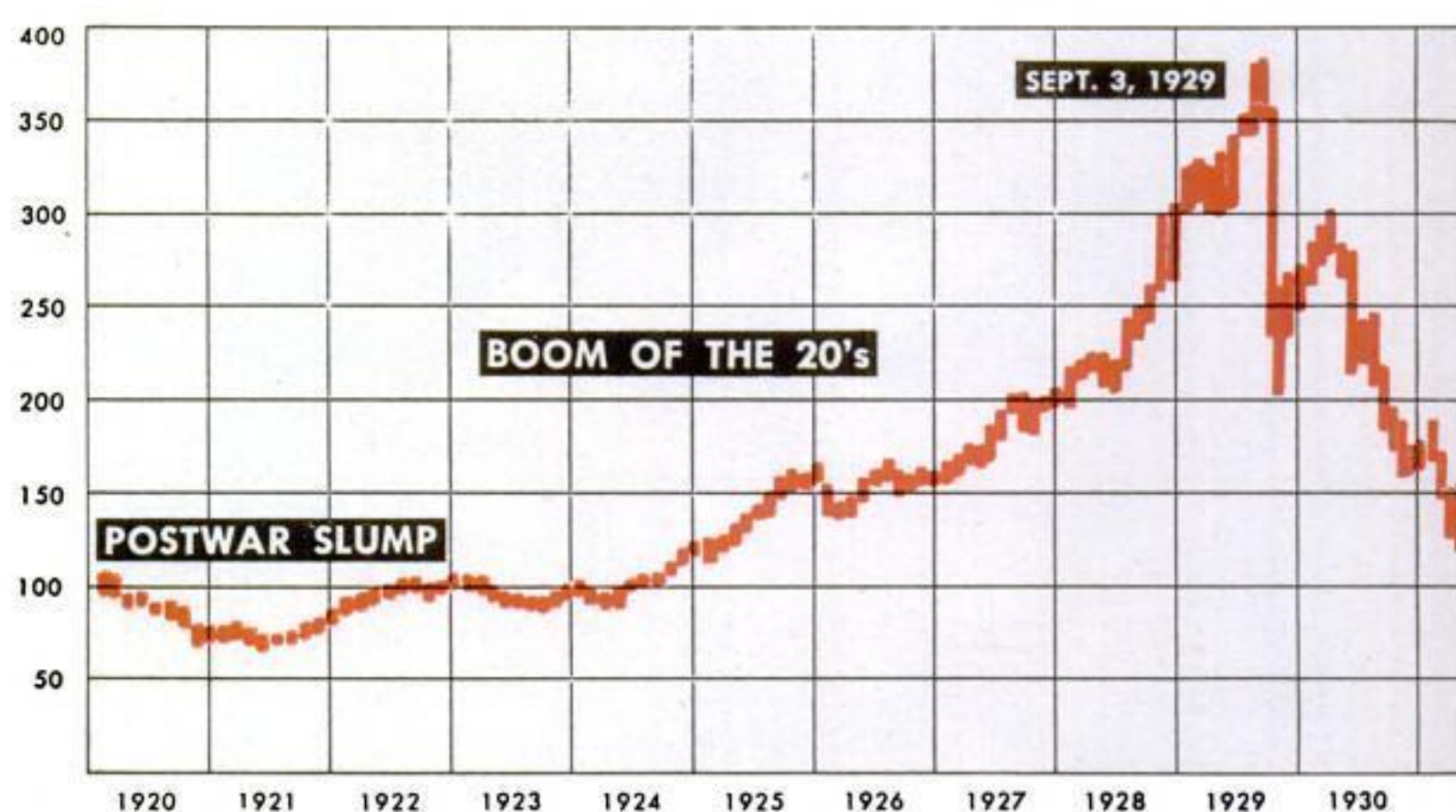


CHART OF DOW-JONES INDUSTRIAL AVERAGE, BASED ON THE PRICES OF 30

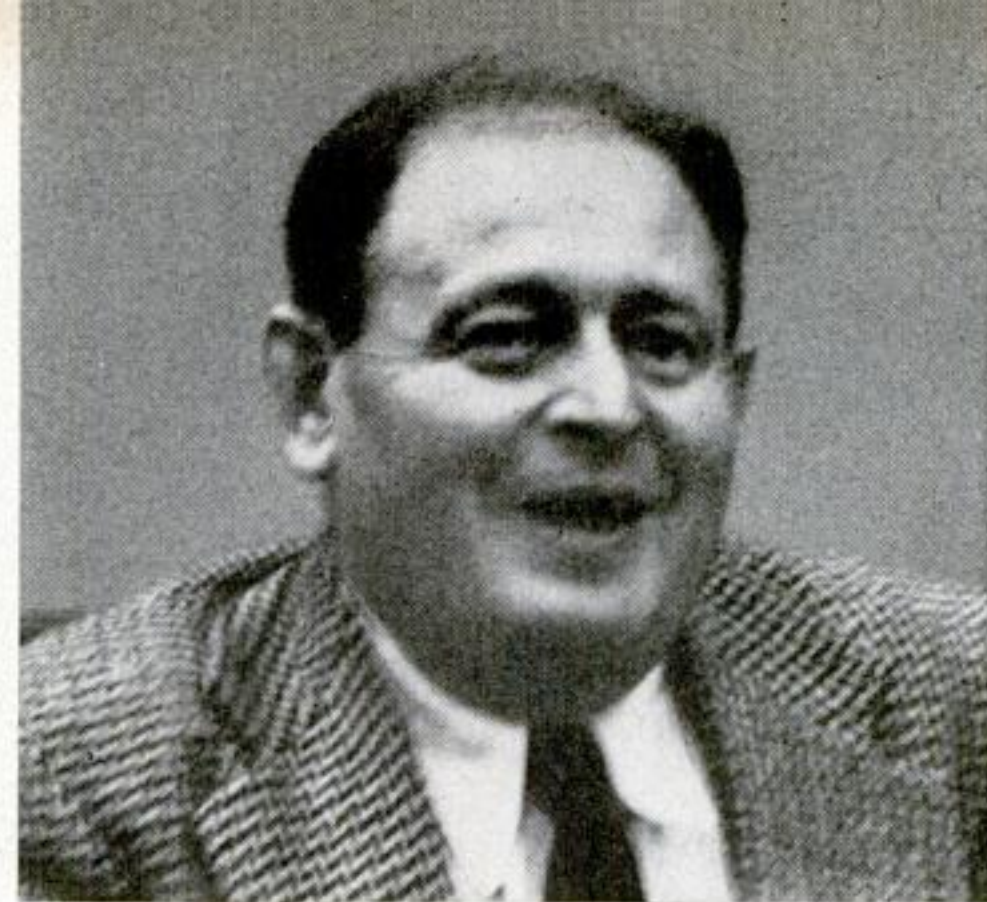


**COMPETING FOR STOCK**, seven traders on the floor flip coins to determine which one buys block of Pennsylvania Railroad shares offered by a lone seller.

**BUSY ON FLOOR, TRADERS TAKE NO NOTICE OF MOMENT OF BREAKTHROUGH →**







**NERVOUS INVESTOR** in crowded customers' room of Bache & Co. brokerage office sits and watches rapidly changing stock quotations, uncertain whether to sell, buy or hold. He bites his nails, clasps hand to head, peeks out at board and at last seems to breathe a sigh of relief.



**END OF GREAT DAY** is signaled by an official of the stock exchange in balcony, who sounds bell to terminate all business on the trading floor down below.



# TO SAFETY

## Indochina Catholics risk lives

The searchlights from seven French warships swept back and forth across the Gulf of Tonkin off the Indochina coast. From the darkness into the powerful beams of light came a bobbing flotilla of bamboo rafts, sampans and junks. Some, barely afloat, dangerously transferred their human cargoes to the French in the dark (*left*). Others wallowed in the inky water waiting for dawn to unload (*below*). One bullet-ridden junk brought word of 4,000 men and women marooned on a sandspit in peril of being swallowed up by the tide. A French ship rushing to their rescue was almost swamped as the whole panic-stricken mob, already waist-deep in water, tried to swarm aboard at once.



**NIGHT RESCUE** is accomplished as a sailor in shorts and beret hoists refugee boy from saman to

French LSM anchored three miles off the coast. The boy and his family had hidden under fishing nets.





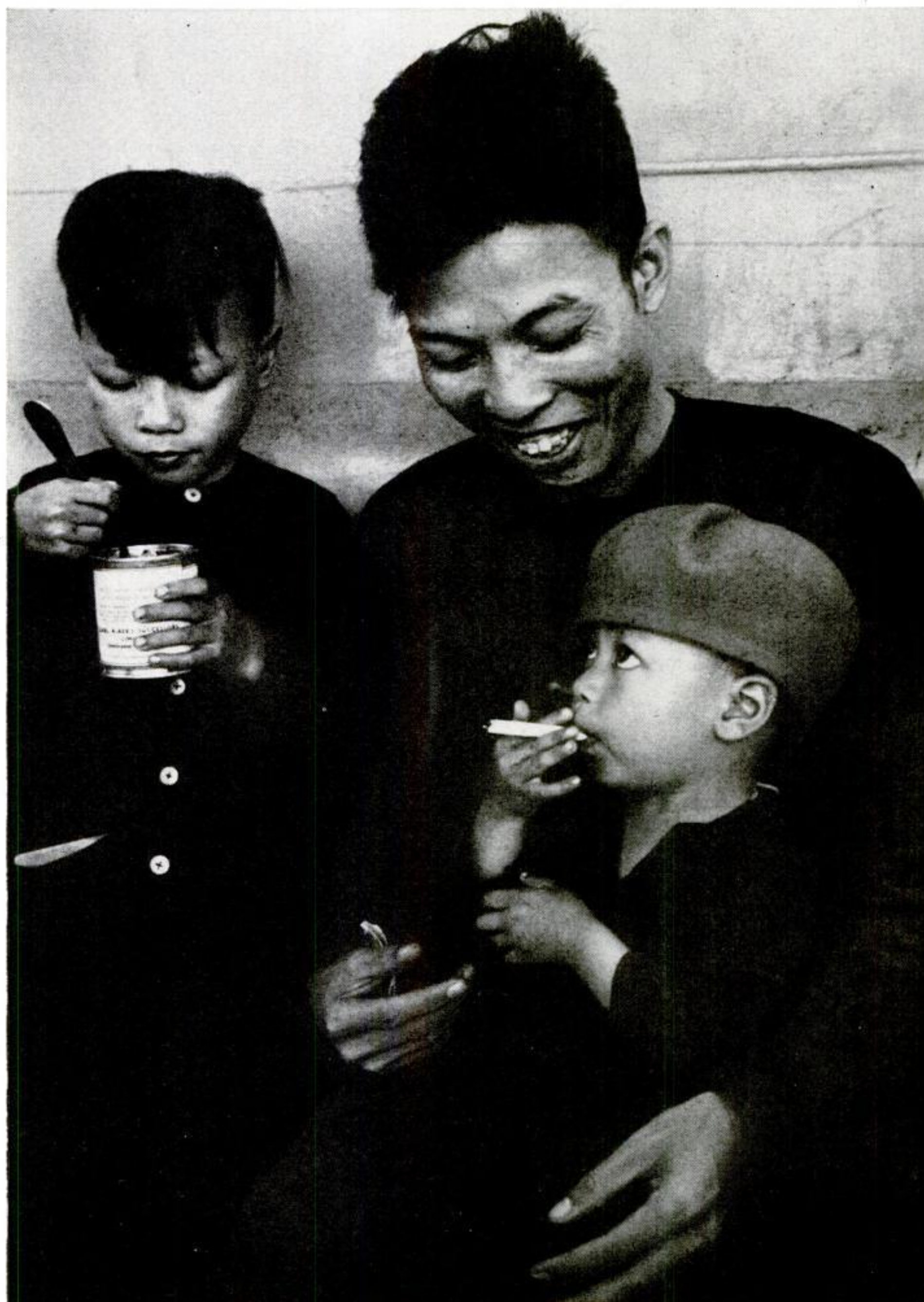
# BY SAMPAN

in murky sea to flee from Reds

In these perilous sea ventures last month some 26,000 out of the 800,000 Catholics in northern Indochina made their escape from the Communists. The Vietminh had urged the Catholics to stay, cheerily broadcasting how well they would fare. Meanwhile, big chunks of church property were confiscated and unmerciful taxes levied on the rice crops of Catholics. To halt the embarrassing mass exodus, the Reds set up artillery batteries along the coast and ordered their soldiers to smash holes in the sampans with their rifle butts. But the Catholics, flocking to their churches for refuge, warned that if the Reds did not let them leave, they would risk a massacre to escape.



PADDLING IN THE EARLY MORNING SUN, REFUGEES HEAD TOWARD ANCHORED FRENCH RESCUE SHIP



← **DAWN TRANSFER** of refugees is made as a French sailor holds fishing boat against LSM ramp.

**TRIAL PUFF** on French cigaret is taken by escaped youngster as his brother eats Navy rations.



# JET AGE I: ADVICE TO THE GROUNDED

Once again we are happily surrounded by those gleaming vessels of the American id, the year's new cars. Outside they wear The Forward Look, the Go-Ahead Look, the 100-Million-Dollar Look. Inside they have Trigger-Torque, Turbo-Fire, Hy-Fire, Firedome, Fireflite, Blue-Flame, PowerFlow, Strato-Streak. They also have full-time power steering, full-time power brakes, Four-way Power Front Seats, PowerFlite Range Selectors, Power-Swept Metal Sheathing and instantaneous power for that "safety-surge" when passing at "highway speeds." Power here, power there, power everywhere. Now everything is superduperpowered—everything, that is, except the brain, the eyes, the reflexes and the temper of the human animal.

These remain regrettably constant and inadequately supplemented by man's pitiful defenses against himself—police and politeness.

So a word to the driver is in order. When you sit yourself down on that random-weave nylon, when you flick the switch that lights up those Turbo-Action spark plugs, when you throw in that transmission which "outthinks even a race driver" (or that other one with the "variable pitch

propellers"), and when you set those tubeless tires rolling for that angle-poised-ball-jointed-suspension Super-Scenic ride, just remember this:

No matter how much "airplane thinking" has gone into your new crate, no matter if it does look "as if it might have been born in a wind tunnel," you are *not* the clear-eyed, razor-sharp captain pilot of a DC-7. You do *not* have those dashing little crinkles at the corners of your eyes which come from squinting at distant landfalls and from the awesome responsibilities of bringing Flight 509 into Idlewild on instruments. You are still the driver of a machine which has been designed merely to move you painlessly, quietly and as efficiently as possible from one place to another—STRICTLY ON THE GROUND.

Your biggest job is to keep that new wrap-around, panoramic windshield from being wrapped around your own neck, and to make sure that The Forward Look doesn't turn out to be a brace of shiners hung on your puss by the truck driver whose tailgate you've just buzzed. So keep a light right foot. They're dandy cars, but they don't come with built-in radar or a spare set of white-walled front teeth—even optional.

# JET AGE II: OUTLOOK FOR THE AIRMAN

Real flight, in real jets, has different implications. Ever since the sun melted Icarus' wings and Darius Green came a cropper, man has had serious doubts about whether God ever really intended him to fly. Even after half a century of successful flight many air psychologists believe that all humans instinctively fear flying. If so, the incredible complexities of the Jet Air Age (see pp. 141-153) are proof that man can overcome this fear and a great deal more to boot.

The real question the Jet Age poses is whether man-as-flyer is being made obsolete by the lag between what his brain can invent and his body can perform. Even at present speeds, which are still mostly below that of sound, his endurance, stamina and reflexes are being heavily taxed by conditions which before long can be made tolerable only by Space Cadet devices. The heat generated by air particles bombarding a plane's skin at sonic speeds is so intense that the crew would sizzle if their planes were not cooled by apparatus equivalent to 35 household refrigerators. At eight-mile altitudes the 60-below-zero cold would kill them save for heaters powerful enough to heat 30 average-sized homes. Today's Sabrejet pilot is surrounded by 100 controls to operate and 24 instruments to observe, plus a dozen indicator or warning lights to keep an eye on. In the fuselage with him is electrical and electronic gear equal in complexity to the combined circuits of a city power system, a radio broadcasting station, a TV broadcasting station and the fire control system of a battleship. Under him and around him run hydraulic lines, fuel lines, cooling and heating ducts and oxygen lines. A few feet away is a gigantic blowtorch developing as much effective power as three large diesel locomotives. His controls have to overcome a resistance of 5½ tons, or the weight of three elephants, and are so devoid of "feel" that an artificial response has been built in to give him the sense of one.

Far faster speeds are ahead. Rocket fighters are already planned which may go five times as fast as today's jets. They must first cross the "thermal barrier" (about 2,500 mph) at which the power required to cool the ship would equal the ship's own power and the heat would be so great that many of today's materials would melt or come apart. Maybe atomic power can help solve the cooling problem; possibly new materials, like titanium, can resist the heat. But what is the

human pilot to do about such problems as "weightlessness," when in certain arcs of flight, centrifugal force cancels his gravity. It is physically harmless, as rocket-borne (and photographed) mice have demonstrated. Nevertheless Test Pilot Charles Yeager, who has described the sensation as like that of "riding a huge ball which was rotating in all directions," could not stand it for more than 15 seconds. The machines are outrunning man's tolerances. Even at present fighter speeds two oncoming planes, traveling at 1,000 feet a second each, give the pilots only five or six seconds to aim, fire and get out of the way; it is not enough. So again mechanization takes over; North American Aviation, the Sabrejet's builder, is perfecting a device which will first spot the airplane, then identify it as friend or foe, then compute the speed and probable course of both planes, feed the settings into a firing mechanism, take over the flight of the plane and keep it on a course which will enable it to shoot with the proper "lead" to knock down an enemy bomber—and then get out of the way.

"Our planes," says North American's Chairman Dutch Kindelberger, "are rapidly approaching a point where they are penalized rather than aided by the presence of a human pilot."

The next step is uninhabited aircraft. The airman's body is brought along only for the use of his brain, still the one indispensable. But the need for it diminishes; the rocket pilot whose fighter rides on a bomber's belly is needed for only four hours on a 24-hour mission and is being taught to knit during the other 20 to avoid going nuts from boredom (one said he would prefer a "dehydrated blonde"). So the need for the flying brain may be on the way out, as the brain itself perfects such wonders as intercontinental missiles which guide themselves by the stars.

Until such things are certain and foolproof, the planning brain must continue, as now, to seek new ways and ever more ingenious devices to adjust the strains to the tolerances of the body—or of what airmen, like GIs, call simply "my aching back." Certainly the men who perform these miracles of endurance, in the period of transition, are heroes as bold as those armored and visored knights they are coming more and more to resemble.

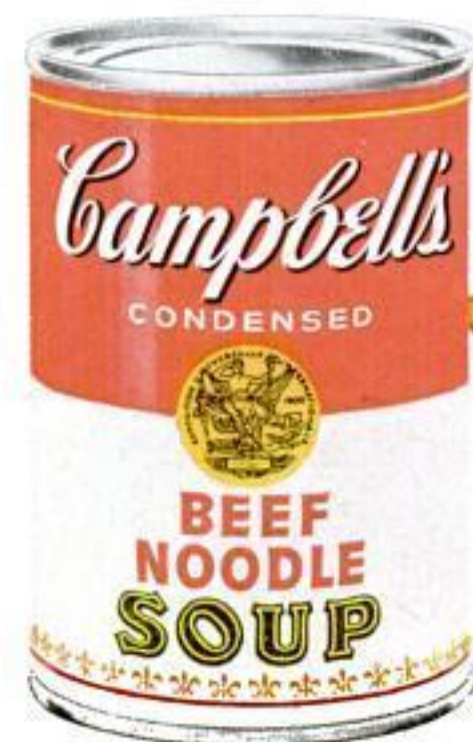




*So satisfying for all-American appetites . . . chunks of fine lean beef in a sturdy stock, brimming with wholesome egg noodles.*

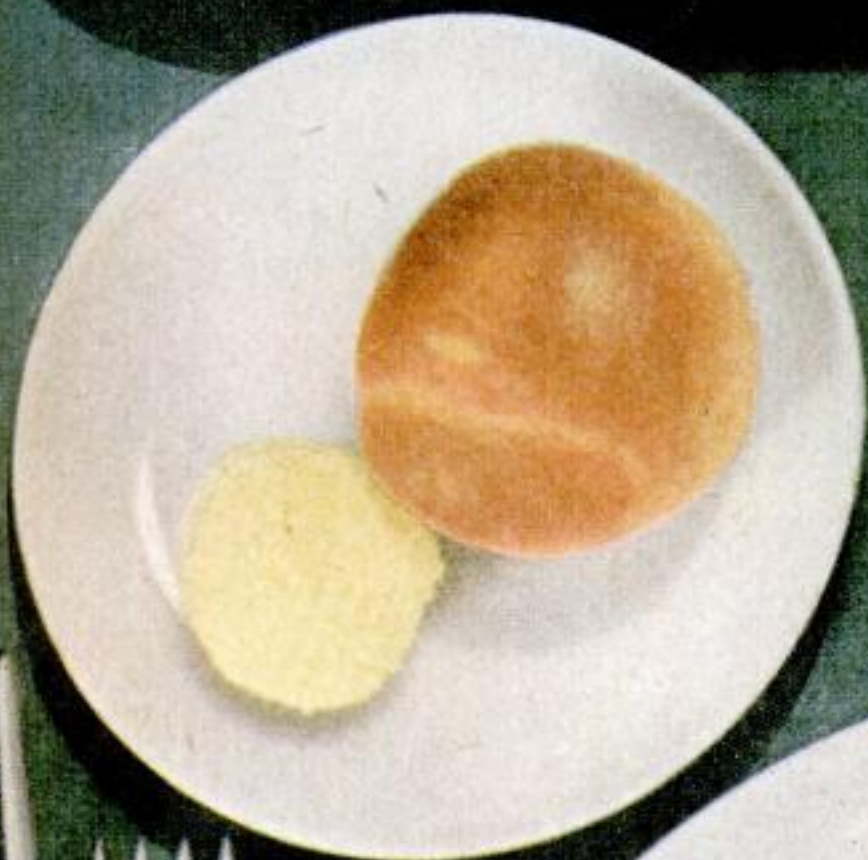
So quick—so nutritious—so simply delicious!

**Campbell's** Beef Noodle Soup



—Start your meals with soup!









Dear Mother,

Why not let Birds Eye do the fixing of all your holiday vegetables and fruits—from strawberries for the appetizer to squash for the traditional pie?

Birds Eye offers you the finest foods of all the seasons—as fresh-tasting as the minute they're picked!

Wishing you a happy holiday time, and more hours out of the kitchen to enjoy it!

*The Birds Eye Folks*



PRODUCTS OF GENERAL FOODS  
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Special Gift Bottle and carton—at no extra charge.

## A golden thought...a million thanks

...when you give the same fine Four Roses  
...America's holiday favorite...in the Special  
Gift Bottle.

When you select Four Roses in the Special Gift Bottle, you can count on a doubly warm "thank you." For the distinctive golden beauty of the Four Roses Gift Bottle sets this gift above—and apart from—all others of its kind.

And the famous flavor of Four Roses sets the whiskey itself above—and apart from—all others. For it's the same distinctive whiskey that millions have come to know and respect in the regular Four Roses bottle—the same whiskey that has long been America's holiday favorite.

**FOUR ROSES**

ALSO AVAILABLE IN THE REGULAR FOUR ROSES BOTTLE







**ON WAY TO PRISON** in March 1951 Hiss in New York was handcuffed to Edward Jones, a thief.

## HISS EMERGES, UNCHANGED

**He still protests his innocence**

Hardly changed in looks, and wearing what appeared to be the same clothes as when he went in, Alger Hiss last week walked out of prison in Lewisburg, Pa., still protesting—with the same insistence he had always shown—that he was an innocent man. Convicted of perjury in 1950 largely on the testimony of Whittaker Chambers, who said Hiss had been a member of a Communist ring, Hiss had served three years and eight months in jail. As his wife and son met him at the prison, he said he would resume his efforts to “dispel the myth” that had developed about him. A second-class citizen with few civil rights, due to be deprived of his government pension and forbidden to practice law, Hiss goes to what Chambers said would be “the most difficult moment of his life.”



**TALKING TO REPORTERS** after release, Hiss said he might do some writing but had no real plans.

**HISS LEAVES JAIL WITH WIFE, SON, LAWYERS** →

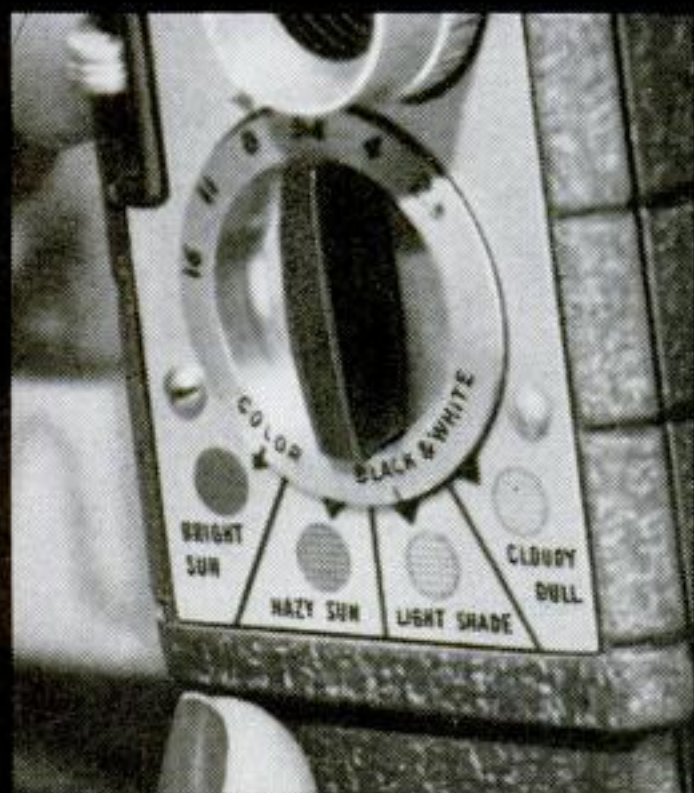




# Wonderful gift to give Yourself!

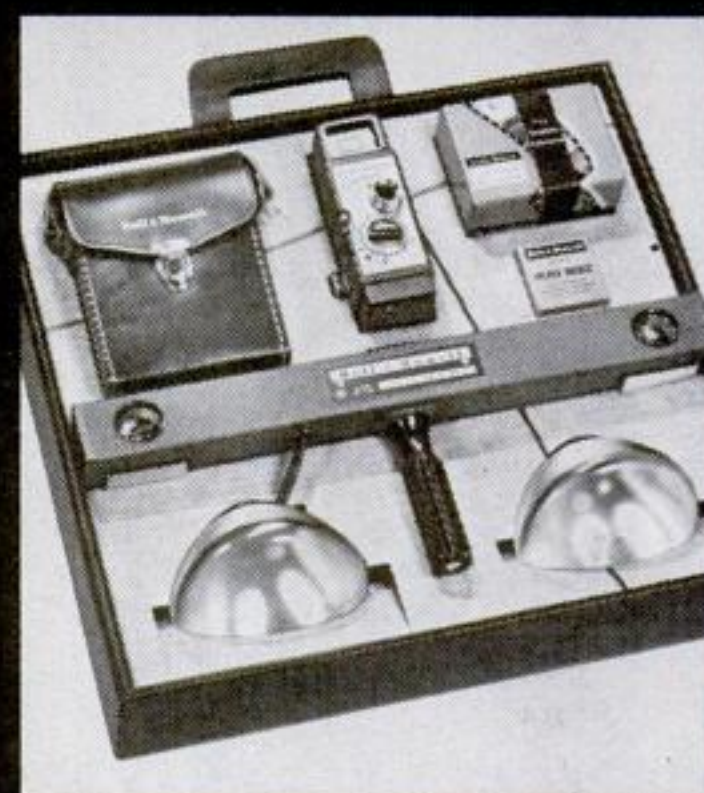


**Just this once** give yourselves the best of it... give yourselves a Bell & Howell movie camera for Christmas. Why not? The wonderful 220 costs less than \$50.00 and you'll never find a finer way to capture and hold family fun for the years to come. Look again at that low, low price. What a wonderful gift to give yourselves—or anyone else on your list.



◀ **The Sun Dial's the secret.** Automatically sets the lens to suit lighting conditions, indoors or out. Simple as 1-2-3! Assures perfect home movies every time.

**Lights! Camera! Film!** Why not give a *complete* movie-making kit? Matched Sets in handsome carrying cases are priced as low as \$89.85. ▶



**Free booklet** on movie making. Write Bell & Howell, Dept. L-12, Chicago 45, Illinois.

## Bell & Howell movie camera...\$49<sup>95</sup>





VISHINSKY'S CASKET IS CARRIED FROM SOVIET BUILDING IN NEW YORK

## MOUTHPIECE SILENCED

### Death quiets Vishinsky, Red master of invective

The voice, now strident, now deceptively soothing, now cynically indignant, was suddenly silent. Andrei Yanuarevich Vishinsky, Russia's permanent envoy to the United Nations, died last week of a heart attack in New York. In his last days at the U.N. he had been outwardly a mild and conciliatory speaker, a drastic change from the man who had few equals as a master of invective. But change was nothing new to him. In his early days a moderate Menshevik opposed to Lenin's radical Bolsheviks, he switched abruptly in 1920 and thereafter held fiercely to the proper Party line through all its many about-faces. At home, as the willing tool of Stalin's ruthless politics, he was the prosecutor who sent scores of men to their deaths in the 1936-38 purges. Abroad, as the malevolent mouthpiece of Soviet policy, he piled vile abuse on the West. From New York, Vishinsky's body was flown to Moscow for a state funeral and burial in the Kremlin's wall.



WIDOW AND DAUGHTER, Mrs. Kapitolina Vishinsky (in veil) and Miss Zinaida Vishinsky (to her left), leave Russian headquarters for flight home.

**"COMET"**  
Earrings \$16.50 - Necklace \$30.00  
Plus 10% Federal tax  
in handsome leatherette gift box

TO HIGHLIGHT MOST MEMORABLE MOMENTS  
Dazzling Austrian crystals . . . hand set on  
delicately wrought swirls. And made with an  
overlay of 14 Kt. white gold that defies tarnish.

*Krementz*

FINE QUALITY JEWELRY SINCE 1866  
BRACELETS • EARRINGS • NECKLACES • BROOCHES • EVENING JEWELRY • CUFF LINKS • TIE BARS • BELT BUCKLES  
Available wherever fine jewelry is sold

**A GIFT OF LASTING UTILITY** **Saladmaster**

Performs Miracles with Foods • **MAKES COOKING MORE FUN**

**MORE FOOD ECONOMY** • **GUARANTEED IN WRITING FOR 10 YEARS** • **Amazingly FAST**

**DON'T BE CONFUSED THERE'S ONLY ONE SALADMASTER!**

Absolutely amazing. Truly a wonder machine. Ideal for the business man whose hobby is cooking. Perfect for the Hostess who delights in serving delicate, perfectly cut salads. Cuts paper-thin potato chips . . . lacy cole slaw . . . shoestrings and French fries . . . shreds cocoanut and cheese . . . chops celery . . . apples and nut meats. Prepares baby foods and vegetable juices. Blades, guaranteed not to dull, rust or stain. (Replacement FREE if they do.) Completely chrome-plated — looks like a jewel and is EASY TO CLEAN. Safe enough for a child to use.

Don't choose a food-cutter on price alone. Saladmaster is the STANDARD in quality and performance!

PLACE SALADMASTER ON YOUR CHRISTMAS OR BUSINESS GIFT LIST — NOW!

**NOT SOLD IN STORES**  
RUSH ORDER TO  
**SALADMASTER SALES, Inc.**  
131-L29 Howell, Dallas, Texas

REPLACEMENT OR REFUND OF MONEY  
Guaranteed by Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

SELECTED BY HOUSE BEAUTIFUL FOR THE 1955 PACE SETTER

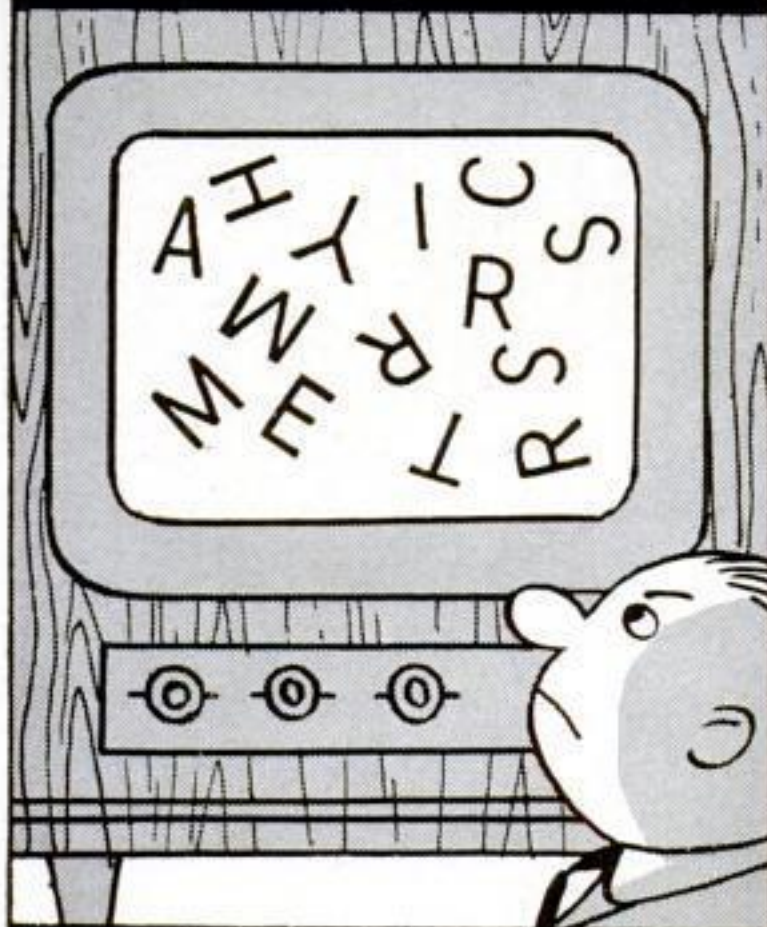
Chops Peels  
Waffles Slices  
Crumbs Shreds  
Strings Grates

Beautiful Full Color Instruction & Salad Recipe Book FREE!

**NOW, 6th CONE AT NO EXTRA COST**  
Yes, complete with 6 mirror-like cutting cones, full color instruction and recipe book. \$29.95, plus sales tax, if any. Higher outside U. S. Postage paid if check with order.



# Looking for Something?



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TO GREETING CARDS  
WHATEVER YOU NEED

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'YELLOW PAGES'  
OF YOUR TELEPHONE DIRECTORY

# LIFE ON THE NEWSFRONTS OF THE WORLD

## Gale splits a ship, U.S. shifts diplomats, Mendès asks Big Four parley



RESCUER STANDS BY BROKEN "WORLD CONCORD"

### Storm hits European shipping

With raging seas and hurricane winds the season's first bad Atlantic gale last week lashed the shores of northern Europe from the Irish Sea to the coasts of Holland. Off the Welsh headlands the 20,125-ton tanker *World Concord* split in two. Thirty-five crewmen were rescued but seven more drifted off on the sinking bow. In the English Channel the lightship *South Goodwin* turned on her beam-ends, trapping seven men in the hull. Old World War II mines were set adrift to increase the shipping hazard, and from all over the seas came crackling SOS calls.

A labor contract that seemed to promise New York's strife-torn waterfront two years of peace was signed by the International Longshoremen's Association and the New York Shipping Association. The contract virtually eliminated the shape-up system of hiring, set up the first union shop in New York waterfront history and provided no-strike, no-lock-out and no-stoppage agreements.

### New men in important jobs

At the State Department they were changing the guard. The President announced that he will nominate Assistant Secretary of State Henry Byroade as ambassador to Egypt to succeed Jefferson Caffery who is retiring after 43 years in service, 21 of them as ambassador. To succeed Byroade, Ambassador George V. Allen has been called home from India.

U.S. Marines sponsor 14 projects to help rehabilitate Korea. One is the Bong Ill Chon primary school where students, dedicating their new school, delighted spectators with some real gone Far East dancing.



KOREAN KIDS LET GO IN DEDICATING NEW SCHOOL

Egyptian workmen hoisted a 16.2 ton block of limestone covering the underground chamber beside the Great Pyramid of Khufu (Cheops) near Cairo and bared the royal barge put there almost 50 centuries ago to carry the Pharaoh on his endless journey as the god Ra (LIFE, June 14). All was in order on deck, even to the coils of towing rope.

### New conferences loom

Premier Pierre Mendès-France ended a triumphant visit to the U.S. (LIFE, Nov. 29) with a proposal for a Big Four parley with Russia after the German armament pacts are ratified. The proposal angered the Russians who still hoped to prevent West German rearmament but brought qualified approval from the U.S. Meanwhile the U.S. foreign policy debate continued: Senator William F. Knowland reiterated demands for tougher attitudes toward Russia and President Eisenhower stood firm for a live-and-let-live policy without forgetting Communist danger.

General Eisenhower and Viscount Montgomery shared Thanksgiving dinner, had some things to be thankful for. At the U.N. 60 powers approved the atoms-for-peace idea. Next step: a world atom energy agency.



OLD FRIENDS GATHER FOR, A THANKSGIVING DINNER

### Precepts for the teachers

Earlier at Columbia University, President Eisenhower's guest defended good thumpings for bad boys. "I was well beaten myself," Viscount Montgomery said, "and I am the better for it." To advocates of modern education he argued, "A good beating with a cane can have a remarkable sense of awakening on the mind and conscience of a bad boy."

The cosy fireplace at which generations of Britons have warmed their hams and sipped tea was indicted in London as a chief cause for air pollution. A committee, set up after 4,000 people died in a 1952 smog, asked for new laws to reduce smoke.

### Death comes to Remington

William Walter Remington died horribly in federal penitentiary at Lewisburg, Pa. Once a \$10,000-a-year government economist, Remington was convicted of committing perjury in denying that he had given classified information to spy courier Elizabeth Bentley. In prison he was beaten to death with a brick in a sock by three hoodlums who were, the FBI said, ransacking his cell.



# Give him *Seaforth!*

FOR THE MAN WHO IS GOING PLACES



## FITTED TRIP-KIT

New...and so easy to pack! Seaforth's folding Trip-Kit fitted with Spiced Shave Lotion, Spiced Men's Talc, and Spray Deodorant in unbreakable squeeze bottles. Roomy inside pocket holds travel extras. Waterproof. In colorful gift box. Complete,

**\$2<sup>50</sup>**



## SEAFORTH SPICED SET

Two polished jugs of Seaforth Spiced Shave Lotion and Spiced Men's Cologne... both spiced *light* with a crisp masculine aroma, spiced *right* with refreshing tang and tingle. A gift he'll enjoy for months to come! Only

**\$2<sup>00</sup>**



## HIGHLANDER SET

Great favorite with men who shave! Three handsome polished jugs of Seaforth Shave Lotion, Men's Talc, Men's Cologne... all brisk and refreshing with famous Scotch Heather aroma. In tweed-style gift box, red lined. Only

**\$3<sup>00</sup>**



**TRAVEL KIT**... Fitted with 6 Seaforth grooming essentials in squeeze bottles. Waterproof.

**\$4.95**



**SPICED THREESOME**  
Gift box of Seaforth Spiced Shave Lotion, Men's Talc and Cologne.

**\$1.50**



**SHAVE LOTION**... Brisk and breezy with Scotch Heather aroma. In polished jug, only

**\$1**

AT LEADING DRUG, DEPARTMENT AND MEN'S STORES



# Give Sunbeam

THE BEST ELECTRIC APPLIANCES MADE



WHENEVER a Sunbeam appliance goes into a home, it isn't long before others follow. That's because each Sunbeam appliance gives that extra measure of satisfaction that creates sincere enthusiasm and confidence. Whether it's a Sunbeam Mixmaster, Coffeemaster, Cooker & Deep Fryer, Toaster, Iron, Frypan, or a Sunbeam Shavemaster, one Sunbeam appliance will always recommend another. We know that *you will also find this to be true* just as it has been true in 20 million American homes that are now enjoying Sunbeam appliances. Give Sunbeam and you give the finest.



The appliance sensation of the year! Everything is more delicious because you get perfect controlled heat for bacon, eggs, pancakes, chicken, etc. Has exclusive WATER-SEALED element that enables you to immerse unit in water right up to the control panel for easy washing. Correct temperatures for foods are shown on the Fry-Guide in the handle. You simply set the dial for the heat you want.



America's most popular food mixer. There's only ONE MIXMASTER—it's made by Sunbeam. Give the famous standard-size Sunbeam Mixmaster for ALL the time and labor saving advantages of an electric mixer. Saves tiring arm work—makes everything more delicious. If it's a junior-size mixer you want—the Sunbeam Mixmaster Junior is the best junior mixer made.



If you'd like a standard-type steam iron (inside tank) that steams longer and holds more water than most other irons of this type—yet is lighter weight, choose the SUNBEAM Standard-type STEAM or DRY IRON. \$17.95. If you want the steam iron that is the newest and most modern of ALL, that gives you 70% MORE STEAM and is the LIGHTEST WEIGHT OF ALL, the SUNBEAM Gravity Feed STEAM or DRY IRON is the one for you. \$21.50.



The only Waffle Baker and Grill that makes BOTH perfect waffles and toasted sandwiches, as well as bacon, eggs, pancakes, etc., because it has exclusive Sunbeam Radiant Control. Also has the easiest-to-change grids that enable you to convert it from a waffle-baker to a grill quickly and simply. Has smart, distinctive styling and gem-like chrome finish that sets it apart from all other appliances of its kind.

See Sunbeam appliances on these great NBC-TV shows: Sunday Night Color Spectaculars, "Ethel & Albert" every week, and HOME, the daytime "Magazine of Television." Consult your local TV schedule.

One Sunbeam Appliance

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**Sunbeam**  
SHAVEMASTER

Only SUNBEAM SHAVEMASTER has the big, SMOOTH, single head that shaves closer and faster than any other method, wet or dry. Completely different from all other electric shavers and preferred by men who have tried them all. 5 YEAR FREE SERVICE GUARANTEE on Shavemaster's 16-bar armature REAL motor. Available in either a rich plastic or a leather zipper-type carrying case.



**Sunbeam**  
RADIANT CONTROL  
TOASTER

Automatic Beyond Belief! Has exclusive RADIANT CONTROL that "adjusts itself" automatically to every kind of bread, fresh or frozen, rye or white, thick or thin. Completely automatic—bread lowers itself without a motor, and toast raises automatically without springs. No levers to push. No popping or banging. It has given America an entirely new conception of what an automatic toaster should do.



**Sunbeam**  
AUTOMATIC  
COOKER &  
DEEP FRYER

Preferred by women everywhere because it does more things better. Deep fries potatoes, chicken, doughnuts. Also the perfect cooker, chafing dish, casserole, steamer, bun warmer, and it blanches vegetables for home freezing. Has exclusive COOK-GUIDE that tells you temperature and time for your cooking and deep-frying needs at a glance.

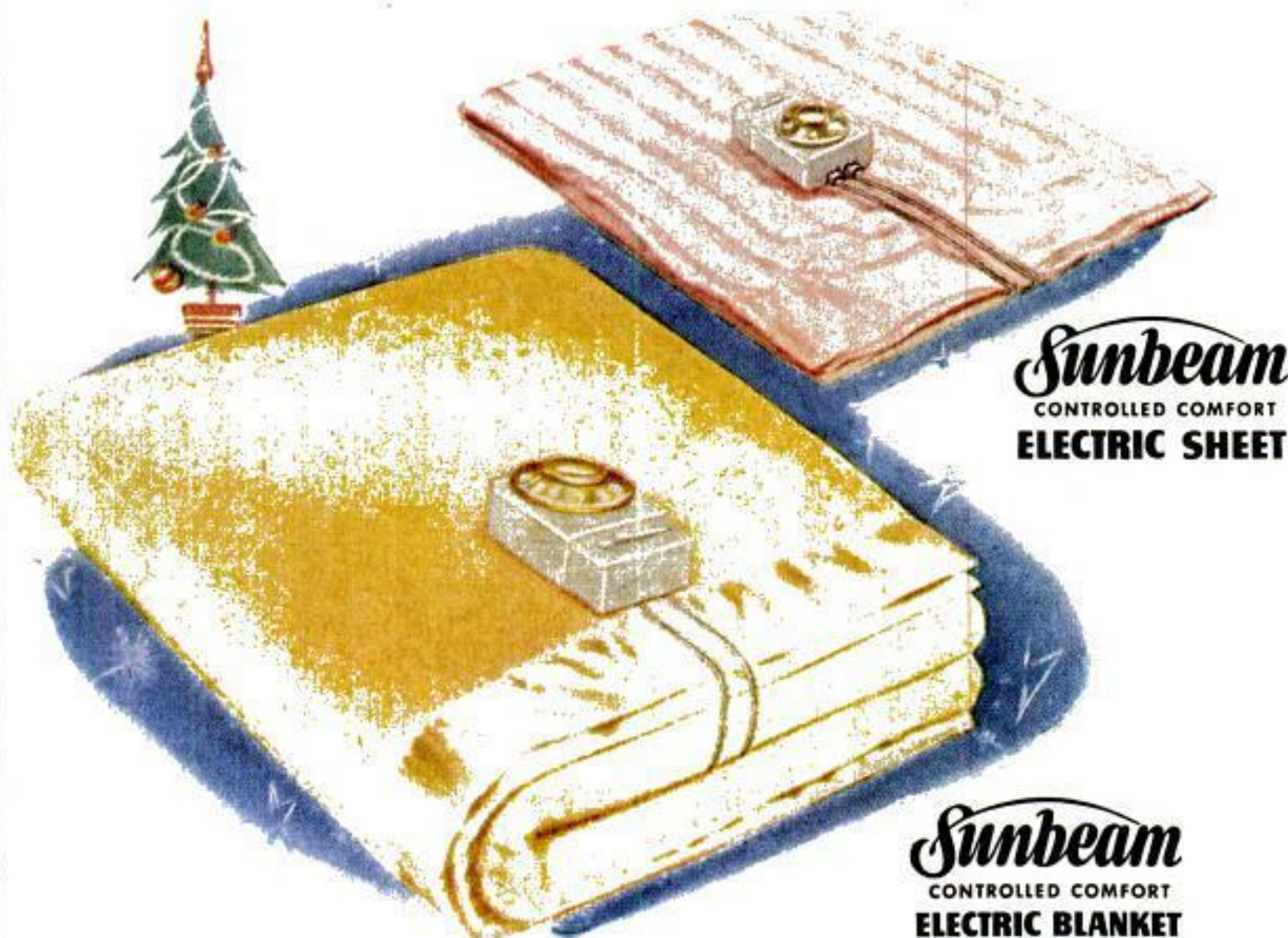
**Sunbeam** AUTOMATIC  
COFFEEMASTER



**Sunbeam** AUTOMATIC  
PERCOLATOR



SUNBEAM COFFEEMASTER is the finest of all ways to make perfect coffee because its patented vacuum-principle VIGOROUSLY AGITATES the coffee and water. This agitation, at the correct high heat without boiling, for the correct period of time gives you the utmost in full flavor, all AUTOMATICALLY. For those who wish an Automatic Percolator, the SUNBEAM is the finest and most beautiful made.



**Sunbeam**  
CONTROLLED COMFORT  
ELECTRIC SHEET

**Sunbeam**  
CONTROLLED COMFORT  
ELECTRIC BLANKET

Another Quality product by Sunbeam. The SUNBEAM ELECTRIC BLANKET has the dependable "big dial" bedside control and automatically maintains the same gentle, restful warmth during all changes in room temperature. The SUNBEAM ELECTRIC SHEET gives you the same quality in an electric sheet. Both the electric blanket and sheet come in a variety of colors, with either single or dual controls.



**Sunbeam**  
AUTOMATIC  
WAFFLE BAKER

**Sunbeam**  
AUTOMATIC  
EGG COOKER



The SUNBEAM WAFFLE BAKER makes 4 good-sized waffles at one time—automatically. You get perfect, even all-over baking that makes waffles golden brown and crispy-tender every time. The SUNBEAM EGG COOKER cooks 1 to 6 eggs just the way you like them every time without watching. It's all automatic. Also has poacher attachment.

*Recommends Another*





Deliciously yours!

**P.S.** Is there a more delicious mingling of flavors anywhere than smoky bacon...rich, melted cheese...and the spicy, tart-sweet tang of Hunt's Catsup? Your grocer has everything. **Hunt — for the best!**

Copyright 1953, Hunt Foods, Inc., Fullerton, Calif.





AS FRIENDS SING "HAPPY BIRTHDAY," NORMAN THOMAS HOLDS CAKE WHILE A. PHILIP RANDOLPH, OF BROTHERHOOD OF SLEEPING CAR PORTERS, STANDS BY

## A STAUNCH OLD SOCIALIST TURNS 70

### Cohorts applaud Norman Thomas on his birthday

A tall, patrician man who has run for president of the U.S. more times than any other candidate last week happily celebrated his 70th birthday. Millions of Americans who in six campaigns turned down the chance to vote for Socialist Norman Thomas have come to respect him as an honest fighter for freedom and a kind of left-wing goader of their consciences. A Presbyterian minister who left the pulpit for politics in 1918, Thomas also ran for mayor of New York twice and for governor of New York twice, and in between helped found the American Civil Liberties Union. He had his biggest year as a candidate for president in 1932 when he drew almost 900,000 votes, has not run for anything since 1948. At his birthday party in New York his friends and old cohorts gave him a cake, which he could at least say was a better use for eggs than some he had experienced (*left*).



← IN 1938 THOMAS WAS SPLATTERED BY EGG THROWN AT JERSEY CITY RALLY



## Here's the secret of Suburbanite traction



See how the skier angles his skis to walk right up the slope. His ski edges cut right into the snow in a "herring-bone" pattern—let him climb that steep hill with no trouble at all.



464 Suburbanite cleats do the same thing. 1856 sharp-angled edges dig in to give you almost twice the starting traction and up to 39% more stopping traction.

And on cleared highways, the famed Suburbanite tread runs quietly and smoothly. Available in both black and white sidewalls. See your Goodyear dealer now. Goodyear, Akron 16, Ohio.

**Suburbanite**  
by  
**GOODYEAR**  
America's No. 1 Snow Tire!

Suburbanite, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

Socialist Turns 70 CONTINUED

## COMFORTING THOUGHTS, A ROUSING BATTLE SONG



**BIG GIFT CHECK** surprised him by its size. He expects to spend it promoting favorite causes like world disarmament and civil liberties.

In all the congratulatory messages that came to Norman Thomas last week there was only one dissenting note—that of the *Daily Worker*, which attacked him bitterly. This was no surprise to Thomas, who despises Communism for its perversion of socialist ideals. His own philosophy, which advocates public ownership of most public utilities and industry, is still repugnant to most Americans. But many old socialist causes—public housing, social security and legal protection of collective bargaining—are now accepted by both major U.S. parties.

Last week Thomas was comforted by this thought and also by a check for \$10,000 (left) given him by his well-wishers. But, he added, "as an oldtime socialist campaigner, I always thought people forged signatures on \$10,000 checks."



**NEW YORK FRIEND** is Marie LaGuardia, widow of the former mayor.



**FOREIGN FRIENDS** are Mr. and Mrs. J. J. Singh of the India League.



**LABOR FRIEND** is David Dubinsky, head of Ladies' Garment union.



"ARISE, YE PRISONERS of starvation," sing guests, shouting opening lines of the *Internationale*, Socialist

battle song. Song is the same as Communist one but hails "international party" instead of "international soviet."





**TAWN DE LUXE AFTER-SHAVE LOTION IN GIFT BOX.**  
To fill his stocking, as a gift alone, or from "Junior to Dad," refreshing Tawn De Luxe After-Shave Lotion in aqua plastic bottle. **\$1.00 10¢ F. E. tax**



**NEW TAWN LADIES' TRAVEL KIT NO. 600.**  
She'll love her beautiful, antique white, simulated ostrich plastic travel kit. Compact and handy. Contains all toilet essentials milady needs to look well groomed and lovely while traveling. Plastic bottles. **\$5.95 31¢ F. E. tax**



**TAWN MEN'S SET NO. 220.**  
Tawn Cologne-Deodorant Spray, Tawn De Luxe After-Shave Lotion in colorful plastic bottles. Packaged in brass hinged maroon leatherette gift box. **\$2.00 20¢ F. E. tax**



**TAWN MEN'S SET NO. 350 GIFT OF THE YEAR!**  
Tawn De Luxe After-Shave Lotion, Tawn Hair Creme in attractive plastic bottles, with distinctive gold finish tie clasp—6 styles. Beautiful black and gold gift box is velour lined, ideal as jewelry case. **\$3.50 35¢ F. E. tax**

# Tawn Gifts

**for everyone in your Christmas picture**

**Distinctively packaged—handsomely styled—wonderfully practical—Tawn Gifts are the perfect answer to your Christmas problems.**



**TAWN GOOD-GROOMING SET.**  
Contains Tawn De Luxe After-Shave Lotion, Tawn Cologne-Deodorant Spray, Tawn Hair Creme in attractive plastic bottles. Matched cuff links and tie clasp—6 styles—are attractively presented in re-use leatherette box. **\$5.75 58¢ F. E. tax**



**TAWN LIGHTWEIGHTS KIT.**  
For traveling light, brown calfskin, plastic kit contains Tawn After-Shave Lotion, Tawn Hair Creme, Tawn Shampoo, Tawn Cologne-Deodorant Spray in plastic bottles. Wt. 8 oz. **\$2.29 18¢ F. E. tax**



**TAWN DE LUXE TRAVEL KIT FOR MEN.**  
The perfect "valet" for men away from home week-ends club locker. Two-tone simulated pigskin plastic case containing everything he needs for good grooming. Fits in coat pocket. **\$5.89 24¢ F. E. tax**  
**ALSO AVAILABLE TAWN MEN'S TRAVEL KIT NO. 105.**  
Smaller quantity, glass bottles in maroon plastic case. **\$2.79 9¢ F. E. tax**



**TAWN MEN'S SET NO. 300.**  
New Tawn Hair Creme, Tawn Cologne-Deodorant Spray, Tawn De Luxe After-Shave Lotion in plastic bottles packaged in handsome, black, embossed gold lined gift box. **\$3.00 30¢ F. E. tax**

At your favorite drug store and toiletries counters. If your dealer is out of stock, write to McKesson & Robbins, Dept. X-54, Bridgeport 9, Conn.

## Tawn TOILETRIES





# “Merry Get more with ANSCO Cameras

Be sure to see these impressive Ansco Camera Outfits:



Smart gray and silver styling distinguish the sturdy new metal-clad Anscoflex Camera. Anscoflex Camera, only \$15.95  
Brand new Anscoflex II, \$17.95

## The new ANSCOFLEX CAMERA OUTFITS

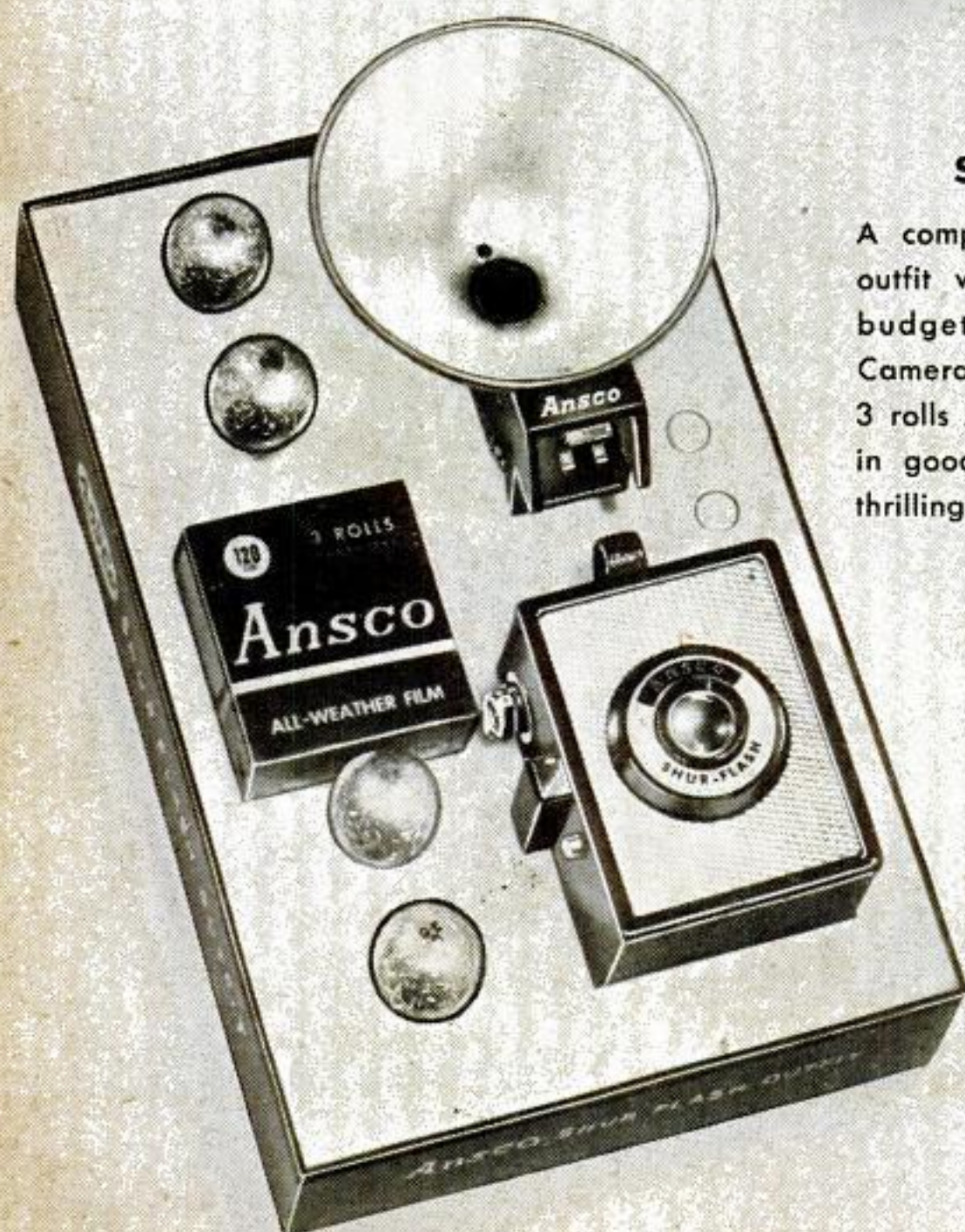
Here's everything needed to take pictures Christmas morning!

Contains the strikingly handsome new Anscoflex Camera (shown at left), complete with gray leather carrying case, matching flash attachment, 6 flashbulbs and 3 rolls of Ansco All-Weather Film. In attractive gift box, it makes an ideal present to give or to get. An outstanding value at only.....

**\$24.95**

With brand new Anscoflex II Camera, equipped with near-and-far focusing and built-in yellow filter.....

**\$26.95**



## The famous Anso SHUR-FLASH OUTFIT

A complete, nationally-known camera outfit well within the ten dollar gift budget. Contains Anso Shur-Flash Camera, flash attachment, 4 flashbulbs, 3 rolls Ansco All-Weather Film. Packed in good-looking gift box, it makes a thrilling gift at only.....

**\$9.45**



## The modern Anso READYFLASH OUTFIT

Includes streamlined Anso Readyflash Camera, flash attachment, 6 flashbulbs, 3 rolls Ansco All-Weather Film and handy waterproof gadget bag for carrying camera and full equipment. Packed in gift box, this gift will gladden any Christmas. Only .....

**\$13.95**



# Christmas<sup>™</sup> per dollar and Camera Outfits!



## There's an ANSCO Gift Camera for Every Christmas Budget!

If you do not find the gift you're seeking in this advertisement, visit any good photo dealer or counter near you. Ask to see the complete line of Ansco Cameras and Camera Outfits priced from \$4.85 to \$155.35.

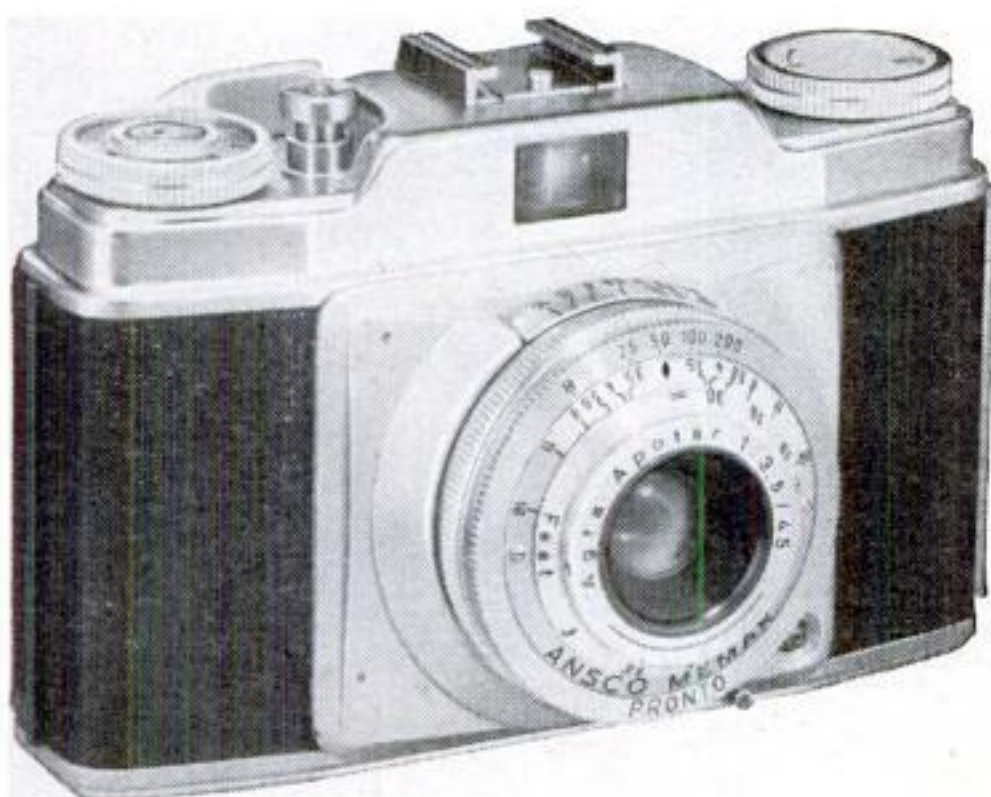


### The new Ansco SUPER REGENT 35mm CAMERA

The finest value in rangefinder  
miniatures!

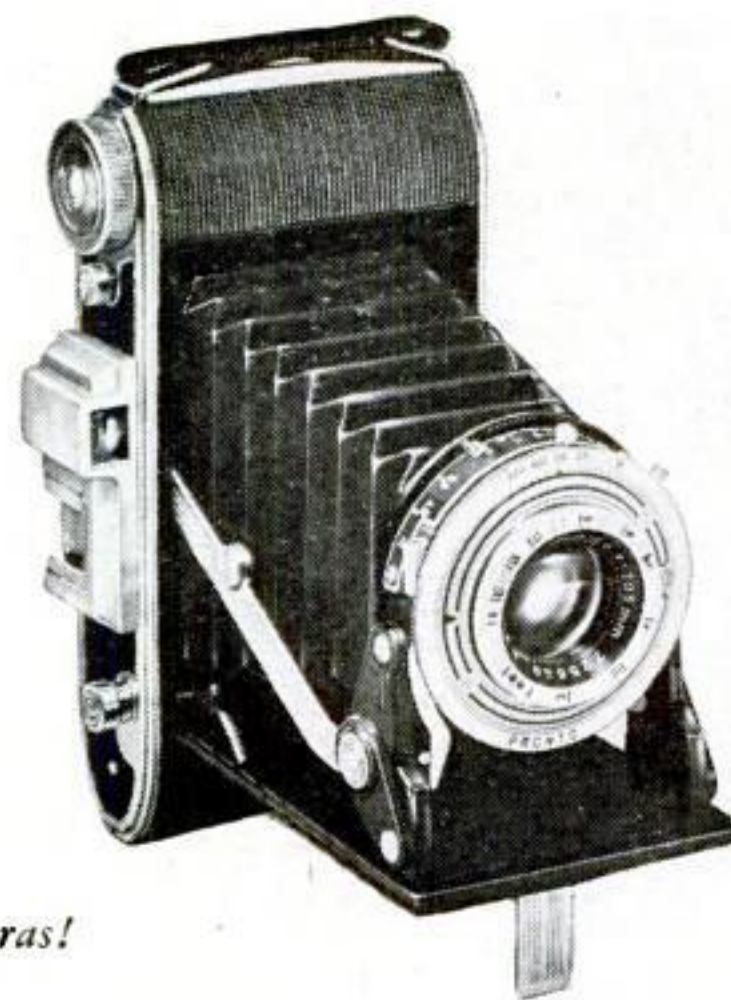
Highly-corrected Agfa Solinar f3.5 lens gives sharper black-and-white or color. Reliable M-X Synchro-Compur flash shutter with speeds to 1/500-second. Accurate lens-coupled rangefinder, automatic film transport, double exposure prevention. An outstanding buy at only.....**\$87.50**

**Ansco REGENT CAMERA**, similar to above but without rangefinder focusing. Only.....**\$54.50**



### The new Ansco MEMAR 35mm CAMERA

Offers more luxury features for the price than any other miniature! Equipped with sharp-cutting f3.5 lens, accurate 1/200-second flash shutter, thumb lever rapid film advance that also cocks the shutter, counts exposures. Gives clear, bright pictures in either black-and-white or color. Only .....**\$39.50**



### The Ansco f4.5 VIKING CAMERA

Equipped with f4.5 anastigmat lens, 1/200-second flash shutter. Makes album-size 2 1/4" x 3 1/4" pictures in black-and-white or color. A real bargain at only.....**\$44.50**

**Ansco f6.3 VIKING CAMERA**, similar to above, but with f6.3 lens, only .....**\$32.75**

**Ansco VIKING READYSET**, with easy-to-use two-position focusing and light adjustments, reliable flash shutter. Only.....**\$18.95**

*There's a modestly-priced top-grain cowhide carrying case for each of these Ansco cameras!*

# AnSCO

Binghamton, N. Y.  
A Division of General Aniline & Film Corporation  
"From Research to Reality."

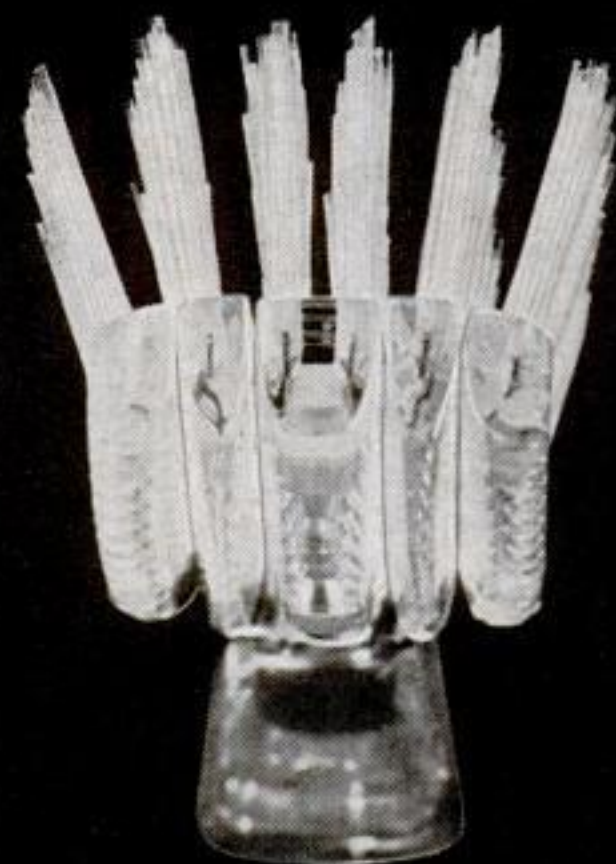
### Ansco No. 2A Developing Outfit

Everything needed to develop film and make prints at home. Contains printing box, trays, graduate, safelights, thermometer stirring rod, film clips, chemicals, paper, instruction booklet. All for .....**\$9.75**

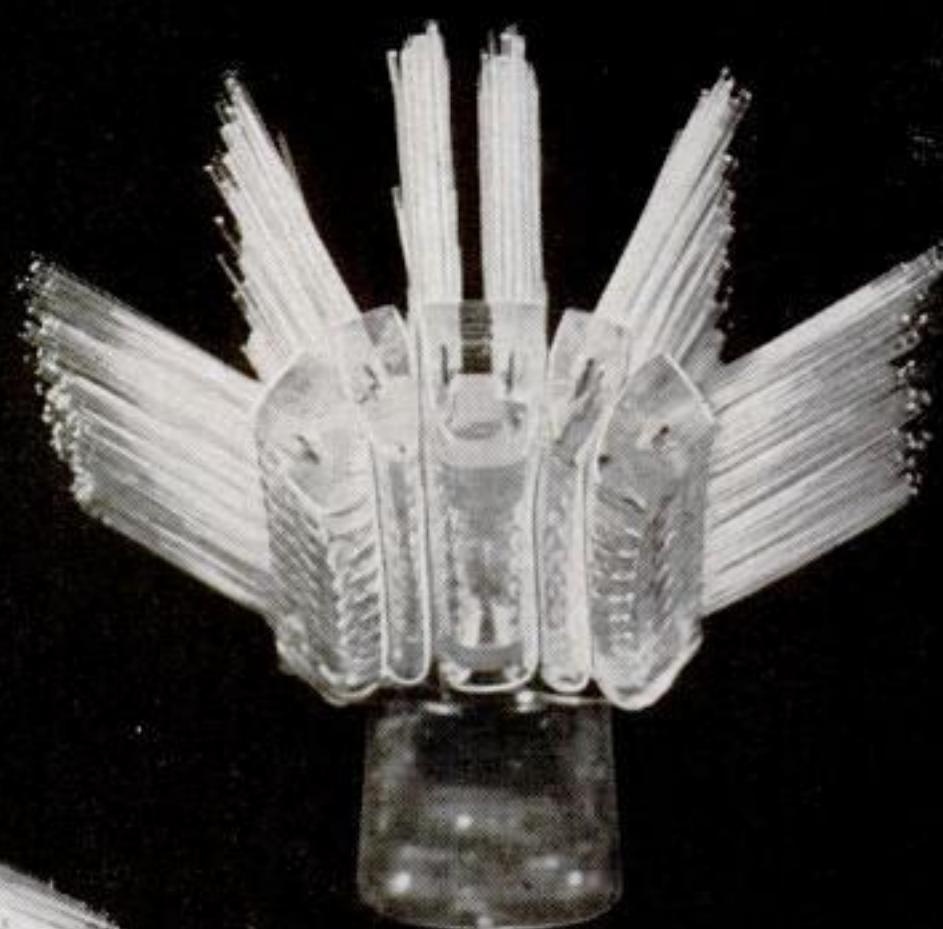
**Ansco No. 3A Developing Outfit**, similar to above, but contains Ansco Adjustable Film Developing Tank. A deluxe outfit, only.....**\$14.95**







Sweep these firm bristles  
through your hair...



...they open like this  
to brush it shining clean

Shimmering-clean, lovelier hair  
...it's so easy with this new  
hairbrush. Unique flexible action lets  
the rows of bristles spread apart so that  
each brushing stroke is a stroke of beauty,  
polishing your hair to new loveliness.

At better stores \$4

*Flex-action*  
BY HUGHES<sup>®</sup>

© Tek-Hughes, WATERVLIET, N. Y.



# DRY-OUT FOR FRENCH

Government takes steps to cut alcohol consumption in a wine-loving land

In France, antialcohol posters stained walls last week as the government moved to make it harder for Frenchmen to drink too much. By asking for higher alcohol taxes and decreeing curbs on drinking in cafes, Premier Mendès-France has thereby endangered his political future. For these are measures aimed at a people who adore wine. The French marched to war roaring love for Madelon, the girl who served up *le gros pinard*, the raw army-issue wine that "made life in the trenches beautiful." French dentists find white wine helpful

for toothaches and French doctors have used red to assuage almost everything. The children drink—a sixth ounce per pound of the tyke's weight is considered proper. Adults drink an average of 33 quarts of pure alcohol yearly, twice the total for the second-place Italians, three times more than the Americans.

The French seldom get staggering drunk, American style. But their enormous round-the-clock consumption does make them dangerous drivers in traffic, prone to accidents in their factories, and undermines national health.



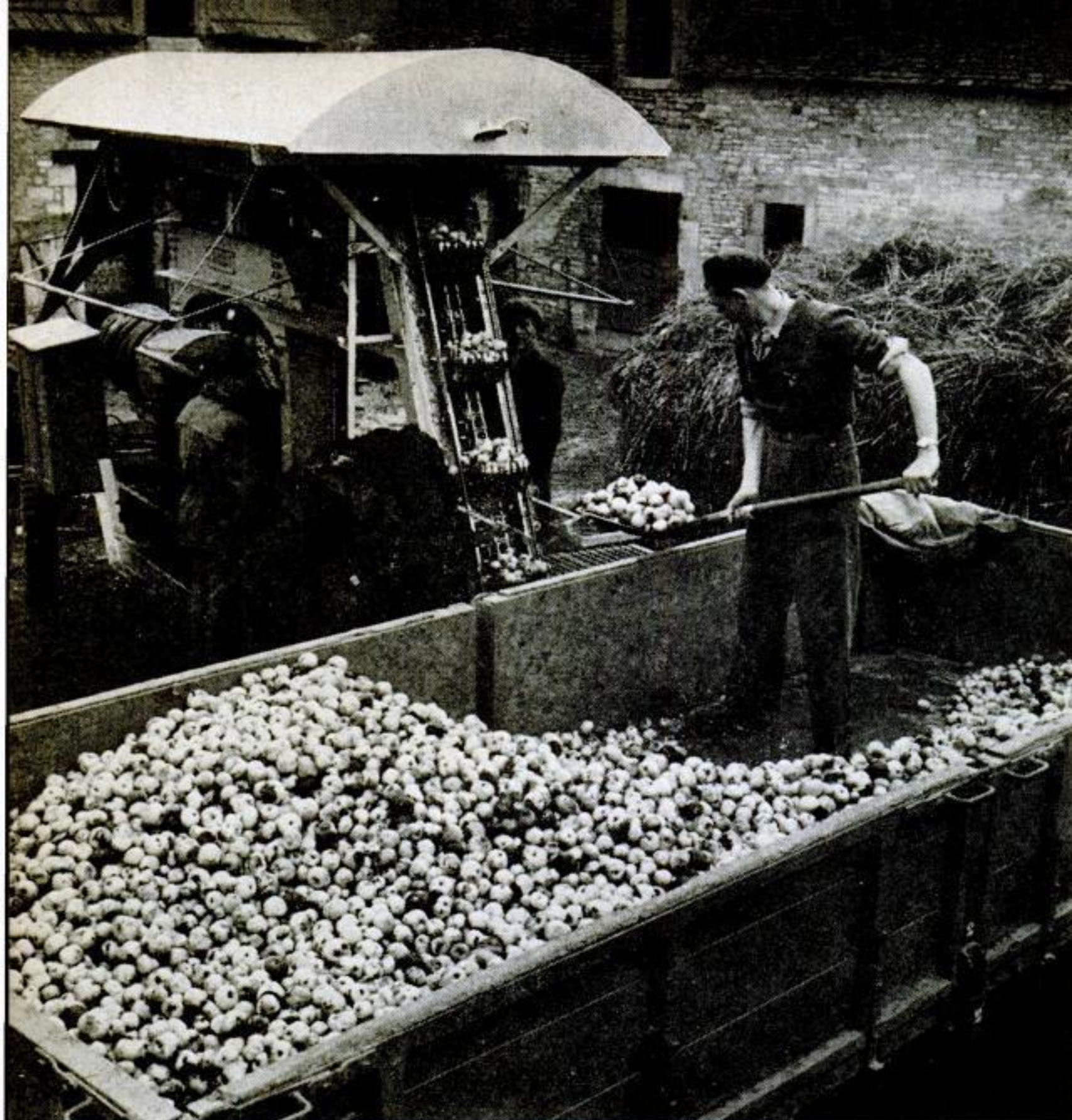
UNHAPPY WIFE, imprisoned in a bottle, is shown in dry-out poster.

IN NORMANDY, ALPHONSE BEBIN STANDS WITH CASKS MEASURING HIS ANNUAL CAPACITY: 1,955 QUARTS OF HARD CIDER AND 47 OF 100-PROOF CALVADOS



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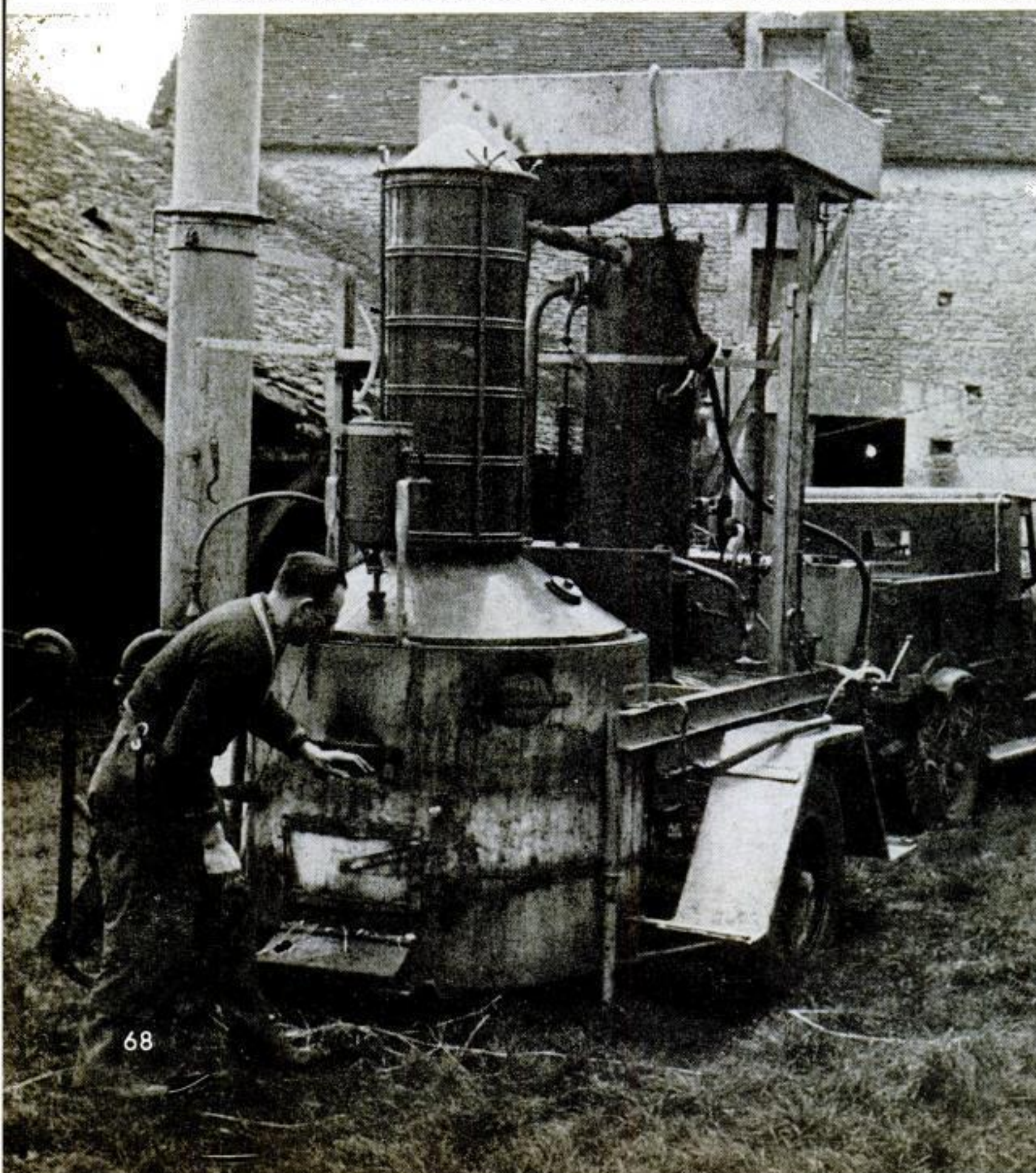


FARM HAND SHOVELS APPLES INTO A CIDER PRESS ON A NORMANDY FARM

## MOVABLE STILLS, MORNING TIPPLE

The Mendès-France antialcohol decrees are not designed to deprive moderate Frenchmen of their cherished dinner wine. French officials, after all, have feted international conferences of temperance societies with champagne suppers. Instead the decrees are aimed at some deplorable but classic French drinking customs which often startle foreigners. By limiting drinking in cafes from 5 to 10 in the mornings, for instance, Mendès hopes to do away with the workman's traditional postbreakfast coffee heavily laced with rum. Other measures are shaped against the wheeled stills on the farms of Normandy and Brittany which turn out Calvados, a power-packed applejack which is a major cause of alcoholism in France.

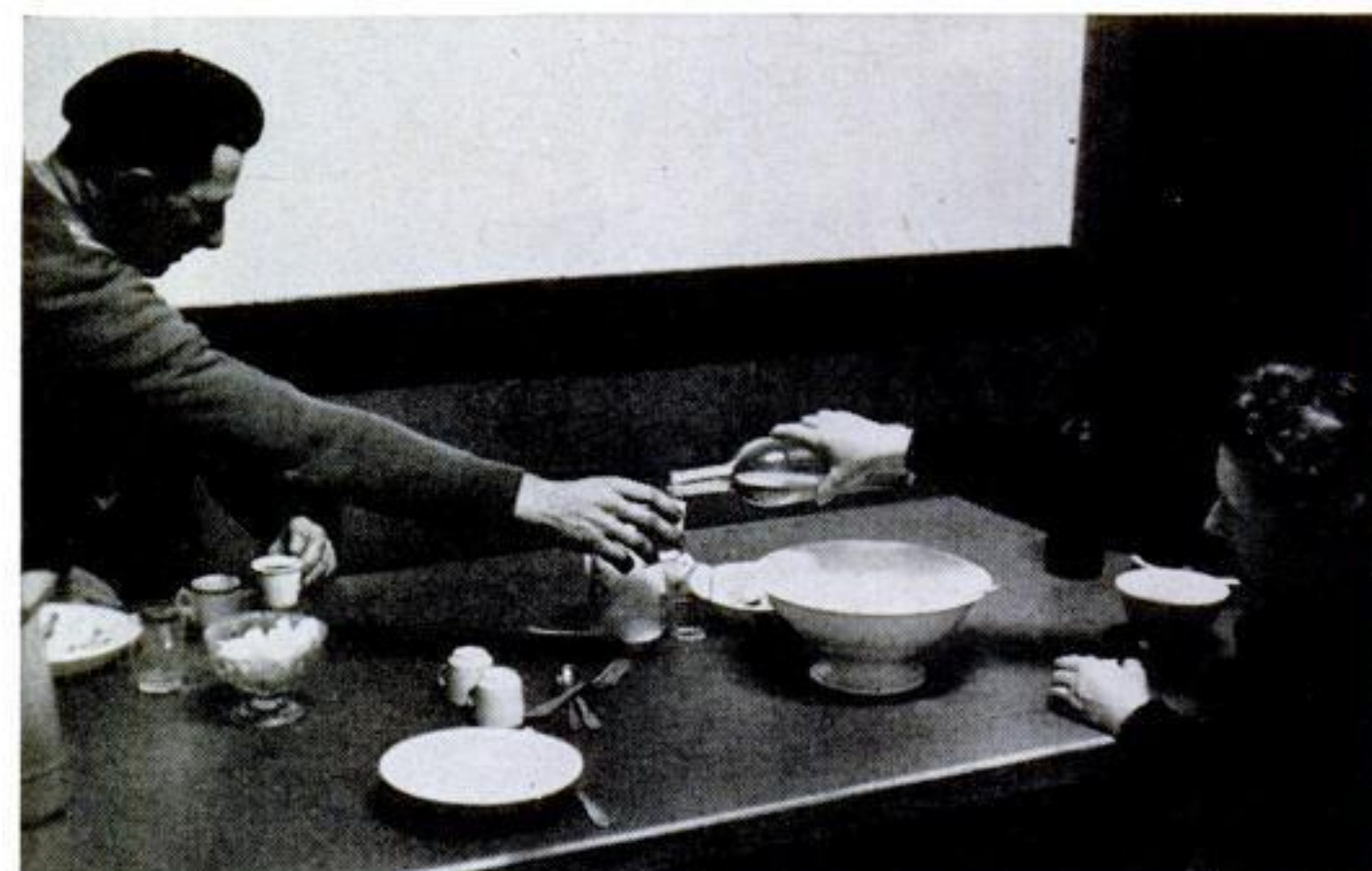
THE MOVABLE STILL BREWS APPLE JUICE INTO POWER-PACKED CALVADOS



## Dry-out for French CONTINUED



**AUTO WORKERS** in Caves of Bacchus bar next door to Citroën factory in Paris drink regular morning white wine or coffee and rum.



**FARM HAND** in Normandy, who had washed down his usual breakfast of soup, bread and lard with hard cider, reaches for shot of Calvados to go with his coffee.



**UNIVERSITY STUDENTS** at a cafeteria near the Sorbonne in Paris receive carafe of *vin rouge* as part of their low-cost meals.





**GRADE SCHOOL STUDENTS** eating lunch in a country school bring along a liter of hard cider to wash down their food. Some teachers deplore this practice

which is now being fought in a nationwide propaganda campaign. But one, asked whether the children would drink milk, said, "Milk is a food, not a drink."



wet feet today may mean a  
**COLD**  
 tomorrow !



at the first sign of a cold—  
 take 2 Bayer Aspirin tablets  
 and feel better—

**FAST**

Amazing—how quickly Bayer Aspirin makes you feel better! That headachy, feverish feeling, those muscular aches and pains—are relieved, *quickly!*

One reason—a Bayer Aspirin tablet starts disintegrating fast—*stopwatch* fast—and is ready to go to work almost instantly.

So keep Bayer Aspirin handy. And for soothing relief of sore throat due to a cold, gargle three times daily with 3 Bayer Aspirin tablets dissolved in one-third of a glass of water.

get the best—get

**BAYER®**  
**ASPIRIN**



Dry-out for French CONTINUED



**COWBOY MENDES** is shown in French cartoon driving herd of milk bottles on Washington. Few newspapers expected much from antialcohol drive.



**SIDEWALK BUDDIES** huddle over hot grating and a bottle of *gros rouge* on a Left Bank street in Paris. Gratifying heat comes from public baths.



**GURGLING TRAIN** carrying wine from the south comes into Paris. Wine tank cars are as familiar on French railroads as tank cars full of milk in the U.S.



# Why Your Dollar Buys More in SYLVANIA TV



**MORE PICTURE CLARITY...MORE CABINET BEAUTY...MORE GENUINE ECONOMIES  
MORE EYE COMFORT, TOO...WITH**



The **FAIRFAX** 21" Table Model with HALOLIGHT. Front Oval Speaker, Super PHOTOPOWER Chassis, Silver Screen 85 Aluminized Picture Tube. In Mahogany Veneer or Blonde Korina.



The **CROYDEN** 21" Table Model. Super PHOTOPOWER Chassis, Silver Screen 85 Aluminized Picture Tube. In Grained Mahogany or Grained Blonde Finish.

## HALOLIGHT<sup>®</sup>

*The Frame of Light That's Kinder to Your Eyes*

1955 Sylvania Super PHOTOPOWER TV brings you the world's most highly perfected television . . . with savings that will delight your pocketbook!

This year Sylvania presents the most automatic chassis in television—the brilliant new Super PHOTOPOWER Chassis. It brings you clearer pictures, easier operation, powerful range and *amazing dollar-saving economy*. You save on electricity . . . save on tube wear . . . save on service costs. *In every way*, you get *more* for your money in Sylvania TV!

And remember—only Sylvania TV brings you famous HALOLIGHT—the frame of light for greater viewing comfort. Sylvania owners from coast to coast agree that HALOLIGHT is the greatest eye comfort feature in all television. Now your family can watch television *for hours at a time* with wonderful ease and enjoyment.

### See this Sensational EYE COMFORT TEST



Your Sylvania TV Dealer is ready to show you a convincing Eye Comfort Test. With your own eyes you will see positive proof that HALOLIGHT brings marvelous restfulness to TV viewing. Be sure to make this simple 60-second test before you buy *any* television. You owe it to your family's eyes!



## SYLVANIA TELEVISION

Now the outstanding quality of Sylvania engineering, with more than 50 years' experience in lighting and electronics, comes to you in

**21" MODELS PRICED AS LOW AS \$169<sup>95</sup>**

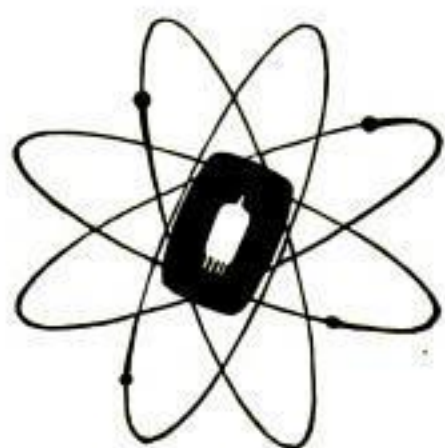
Slightly higher West and South

The **MAYNARD** Super DeLuxe 21" Console with Doors and HALOLIGHT. Features Super PHOTOPOWER Chassis, Silver Screen 85 Aluminized Picture Tube, Combination All-Channel UHF-VHF Tuner. In Mahogany Veneer or Blonde Korina.

Super PHOTOPOWER is a Sylvania Trademark.

Sylvania Electric Products Inc. • RADIO • TELEVISION • LIGHTING • ELECTRONICS • Radio & Television Division, 254 Rano Street, Buffalo 7, N. Y.  
In CANADA: Television made by SYLVANIA ELECTRIC (CANADA) LTD., for NORTHERN ELECTRIC COMPANY LIMITED.





*Honeywell Electronic Moduflow is the most sensitive home temperature control system ever developed, gives you a wonderful new kind of comfort*

# Thermostat outside your house varies indoor

*Electronic Moduflow home in Franklin Township, New Jersey. Cost in New Jersey: \$14,500. Builder: Lynn Homes, Inc. Architect: Percy Simon. Electronic Moduflow installed by Mayo and Lytle, Inc.*



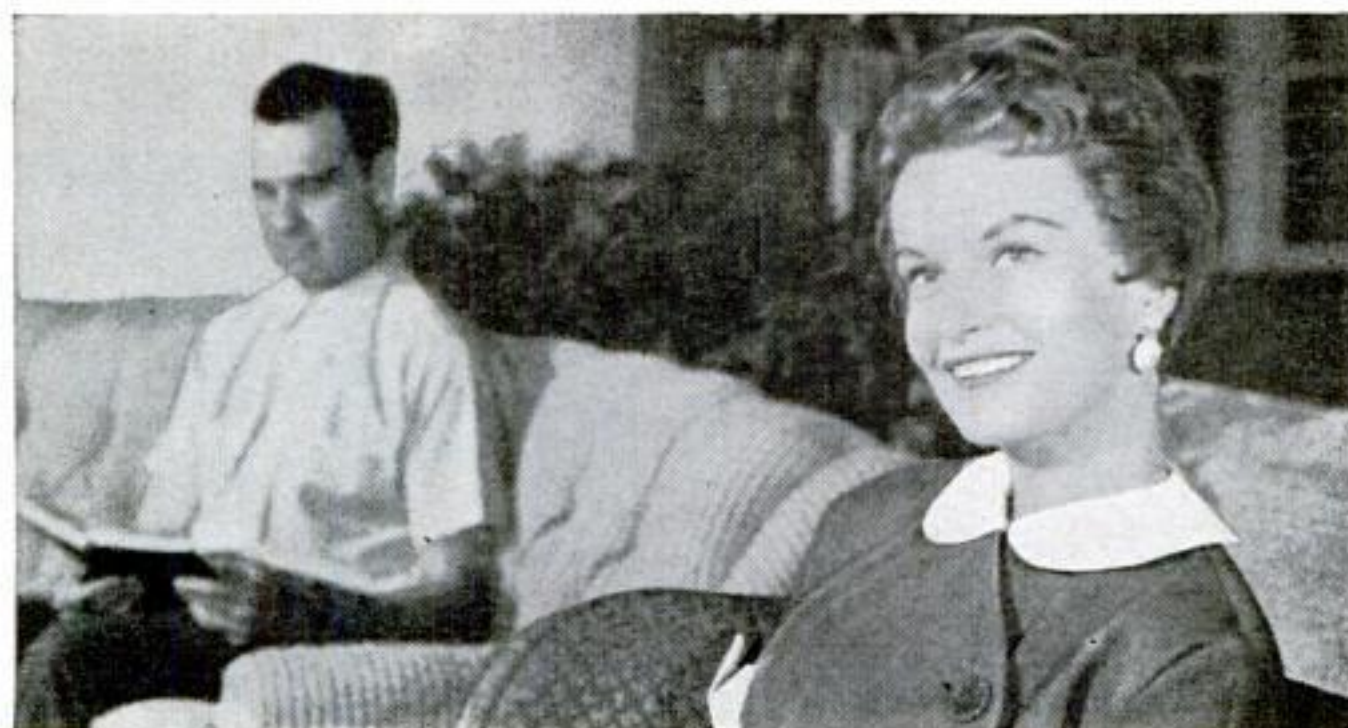


## Why you need varying indoor temperatures



### Discomfort — with constant indoor temperatures

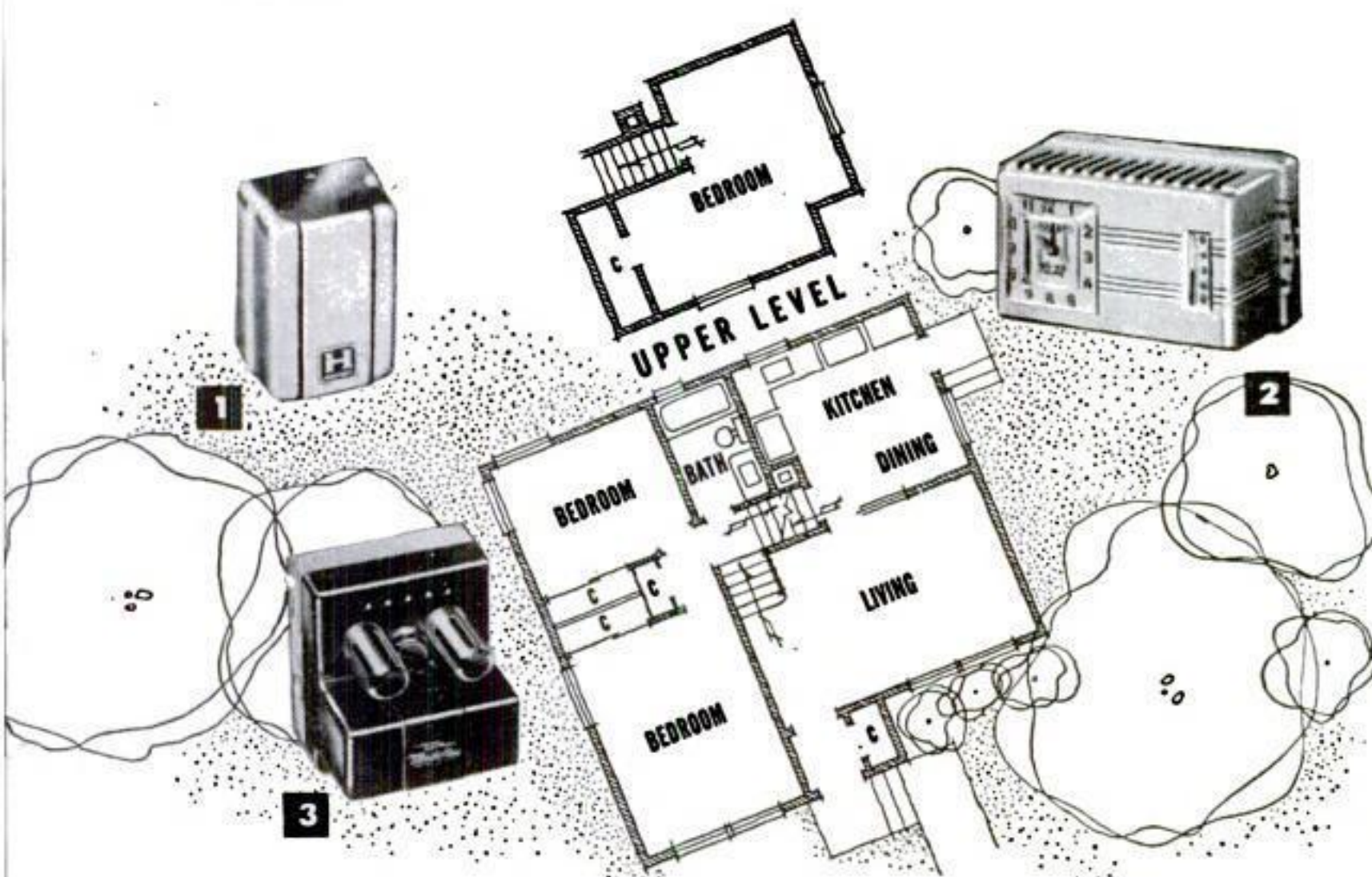
A fixed indoor temperature does not mean you'll be comfortable. Tests show that if indoor temperature is *merely held constant* as the temperature outdoors falls, you feel chilly and uncomfortable. This happens with ordinary temperature control systems. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body.



### Comfort — with varying indoor temperatures

With Electronic Moduflow in your home, the colder it gets outside, the higher the temperature inside becomes. Colder walls are offset by this higher inside temperature. For example, when the outside walls of your home grow colder, you may require 74° to feel comfortable. And previously you were comfortable at 71°. Electronic Moduflow solves this personal comfort problem automatically.

# temperatures as the weather changes



### How Electronic Moduflow works

Only three simple parts make this wonderful system work. The Electronic Weathercaster (1) mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier (3) which *automatically* tells the heating or cooling plant to provide the amount of adjustment required to keep your home at the right temperature — no matter how changeable the weather.



### E. M. Spiegel, a leading eastern builder

E. M. (Manny) Spiegel is head of his own building firm, Lynn Homes, Inc. He's also past president of the National Association of Home Builders. The house you see here is one of 150 being built by Lynn Homes in the Franklin Hills development in Franklin Township, New Jersey. All the homes in the Franklin Hills project, as well as others the firm is developing, will be Electronic Comfort Homes equipped with Honeywell Electronic Moduflow.

*Honeywell Electronic Moduflow is based on this new principle: To have constant comfort you need varying — not fixed — indoor temperature*

Electronic Moduflow is superior to all other home temperature systems.

It alone features an electronic thermostat mounted *outside* — where the weather is.

Tests show the last word in healthful comfort is secured by varying indoor temperature in relation to outside temperature.

With Moduflow in your home, your heating plant will automatically vary the inside temperature as the temperature outside rises or falls. This means your house is always bathed in a gentle glow of perfect comfort.

Electronic Moduflow is eight times more sensitive than ordinary systems. This means its control is far faster and more accurate.

With Electronic Moduflow, your house is never too hot — never chilly. You say good-bye to cold, drafty floors. And because there is no more overheating or underheating, you get the most out of every fuel dollar you spend.

Electronic Moduflow is also available in a year-round model — to control your central cooling plant in summer.

### No house is a modern house without Electronic Moduflow

When you're buying a *new house*, Electronic Moduflow can be included in your financing. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. The price, \$199.40, includes average installation costs. With a home improvement loan you can pay as little as \$6.39 a month.

See your builder, heating dealer or architect *today*. Insist on this truly *modern* comfort control system for your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest dealer. Write Honeywell, Dept. 2858, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.

For heating or cooling



# MINNEAPOLIS Honeywell

## Electronic Moduflow



# I'm so mad I could cry!



Did you know that a cotton dress can shrink two whole sizes after a few washings?

Don't run this risk! Always be sure you see "Sanforized" on your cotton with your own two eyes. Make even your favorite salesgirl show you the "Sanforized" label before you buy.

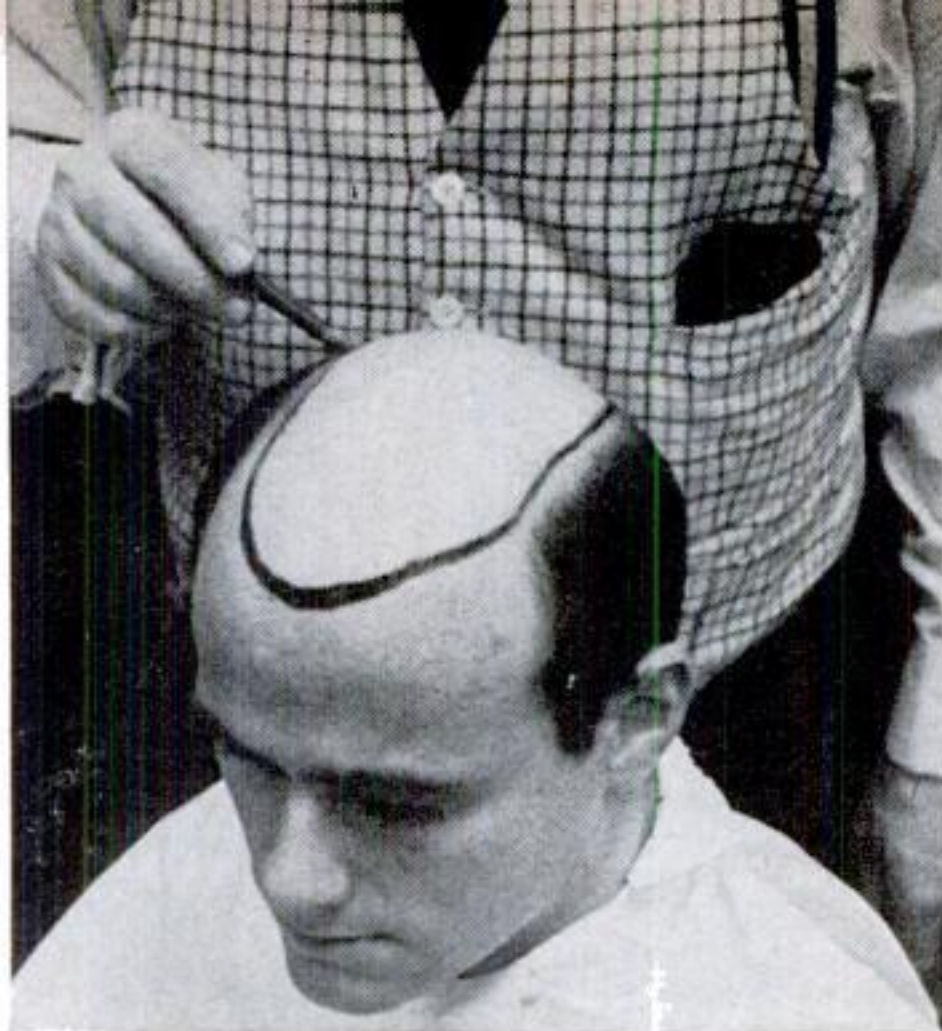
A "Sanforized" cotton can never, never shrink out of fit . . . out of style. See that you get it!

## Sanforized

**SAVES THE STYLE...  
PROTECTS YOU AGAINST SHRINKAGE!**

CLUETT, PEABODY & CO., INC.  
PERMITS USE OF ITS  
TRADE-MARK "SANFORIZED,"  
ADOPTED IN 1930,  
ONLY ON FABRICS WHICH  
MEET THIS COMPANY'S RIGID  
SHRINKAGE REQUIREMENTS.  
FABRICS BEARING THE  
TRADE-MARK "SANFORIZED"  
WILL NOT SHRINK MORE  
THAN 1% BY THE  
GOVERNMENT'S STANDARD TEST.

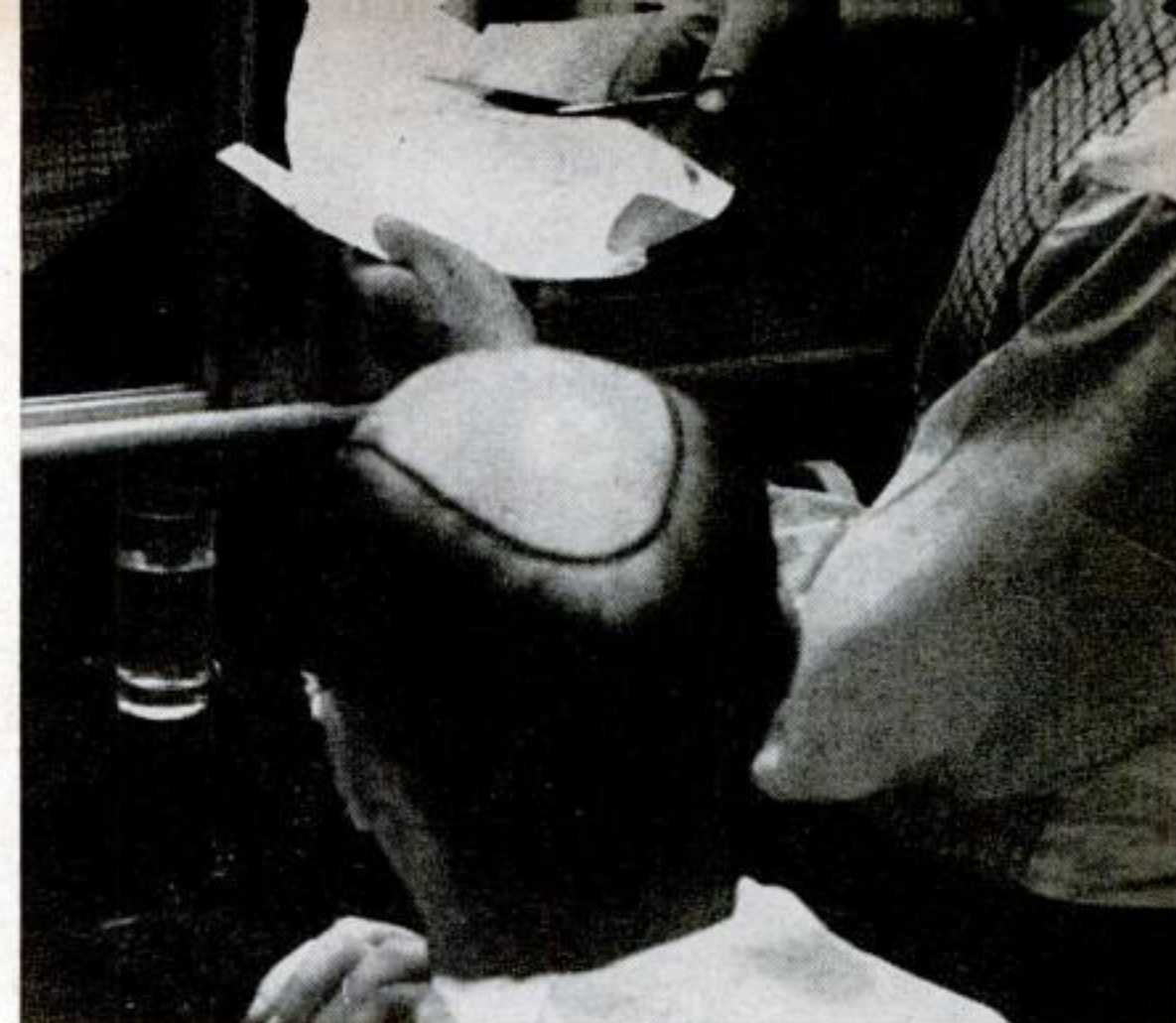




TO FIT THE HAIR PIECE, THICK OUTLINE IS DRAWN



THEN WET PAPER IS LAID ON TO PICK UP OUTLINE



WHEN PAPER HAS HARDENED, CUT IS MADE ON LINE

# DIVOTS, DOILIES AND RUGS

The new best sellers in toupees will resist hurricanes and can be slept in, swum in or even torpedoed in

by ROBERT WALLACE

**I**N Brooklyn, N.Y. there lives a nearsighted young man who is an actual person and who has a perfectly good name but who will hereinafter be referred to as Anonymous T. Bankbook. Young Bankbook works in a financial establishment where he spends much of the day hunched over a calculating machine staring at rows of small marching figures. This is not good for Bankbook's weak eyes. Some time ago, in fact, his vision got so bad that he stopped at an optometrist's shop on the way home from work and asked for an examination. The optometrist told him, or at any rate Bankbook understood the optometrist to say, that if Bankbook did not start wearing eyeglasses at once he would go blind.

Bankbook went home in a frightful dither, pecked at his supper and spent the night trembling with anxiety. Next morning he roused himself, threw back the bedcovers and stood up, glancing behind him as he did so at something dark that lay on the pillow. "Mother!"

All of the hair of Bankbook's head had fallen off during the night and now lay scattered about the bed, the long hairs from his scalp and the little ones from his eyebrows all mixed together.

"MOTHER!"

Bankbook had had a terrific attack of nervous alopecia, an unusual but not rare disease in which sudden emotional shock causes partial or complete baldness.

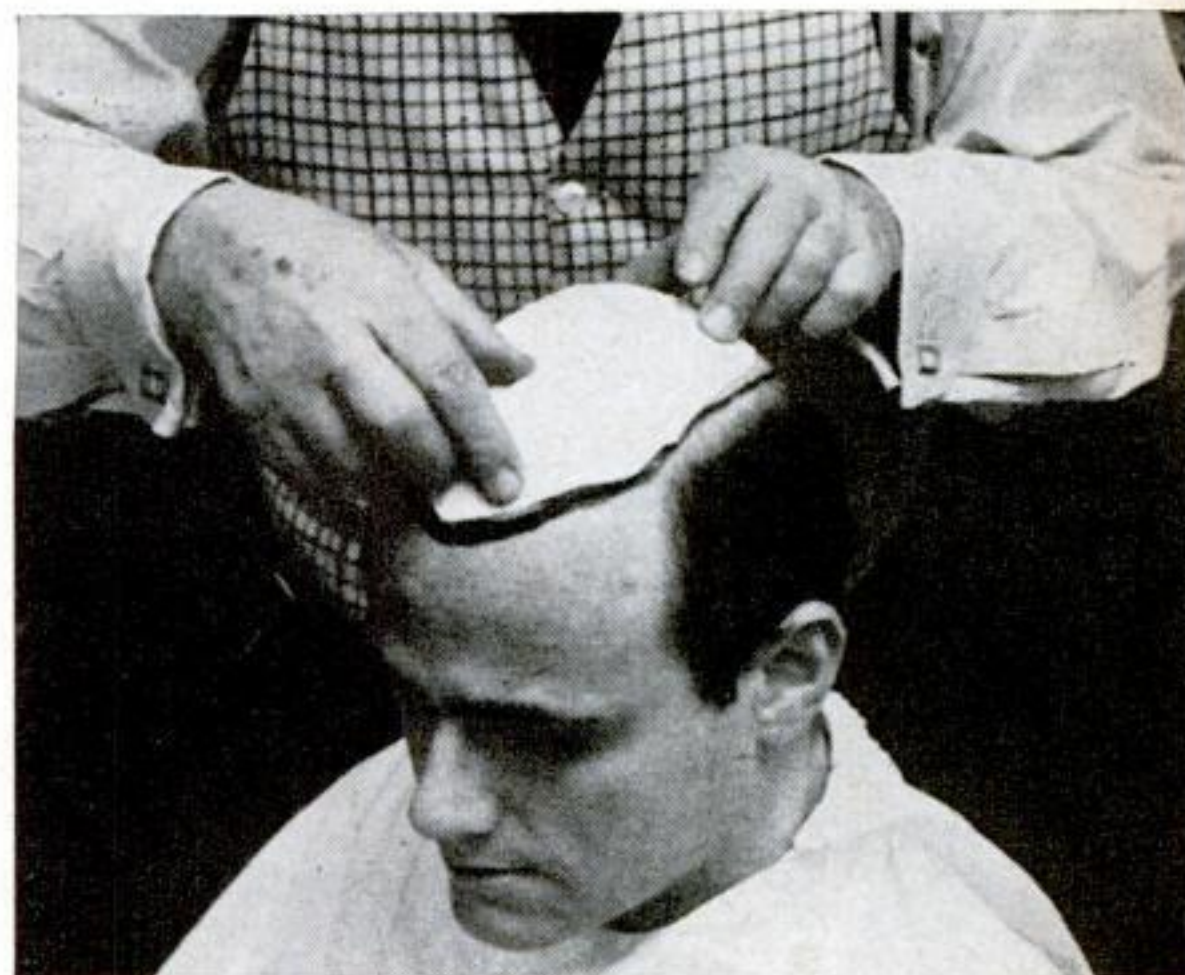
A few days later, having recovered somewhat, Bankbook set out to restore his hair. He ran his forefinger down the column in the classified telephone directory which says Toothpicks, Topsoil, Torchies, Tornado Insurance, Torsion Balance Scales and Tortoise Shell Goods, stopping at the next entry, Toupees. "See Hair Goods," it said.

Bankbook saw Hair Goods. As a stranger in that part of the phone book he could only

examine the advertisements and pick the largest and most appealing. There were but two advertisements as large as a quarter page and one, that of Joseph Fleischer, "world-famous designer of distinctive transformations and glamorous hair pieces," showed pictures only of women models. The other big advertisement, that of The House of Louis Feder, had a picture of a woman and a man (Feder himself, who wears a decorous little toupee on the back of his head of the sort vulgarians call a "divot" in contrast to the larger variety called a "doily" and the big one called a "rug").

## The toupee buyer's dilemma

**B**ANKBOOK was pleased and somewhat surprised by what he read: "Not necessary to remove for sleeping and bathing" were among the first words that caught his eye. Had he not been *in extremis* he would never have consulted a toupee maker at all. Even as it was, he was afraid he would be fitted with something that would make him look like a Late Victorian bartender and would fly into the air every time he sneezed. He did hope that at a medium distance he would at least appear presentable and be warm in winter. The notion that he could go out to Rockaway Beach and paddle around in his toupee had not occurred to him. He read on. "We use strictly fresh cut human hair from live models," the ad said. This raised some questions it had not dawned on him to ask, but it also answered them and so no harm was done. Accordingly young Bankbook went to The House of Louis Feder at 545 Fifth Avenue in New York and was fitted with a complete toupee, or as Feder insists on calling it, a Tashay. (Reg. U.S. Pat. Off. —Feder thinks the word "toupee" arouses too many ludicrous or unpleasant thoughts in prospective purchasers. He thinks the



NEXT, PATTERN IS TRIED ON FOR SIZE AND CONTOUR



ABOVE, RUG GOES ON. BELOW, BORROW YOUR COMB?



CONTINUED ON NEXT PAGE



*I dreamed I danced  
the hours away in my  
maidenform bra*



Let the hours fly by... I could  
dance like this forever... so beautifully supported  
by my fabulous new Maidenform.  
It molds me once over lightly...  
shapes me twice as divinely...  
keeps me in tune  
with the times.

Maidenform's dreamy new "here to there"  
strapless, Pre-lude Once-over\*,  
in embroidered nylon sheer  
with strategic elastic inserts,  
detachable garters.  
Black or white; A, B,  
and C cups... 10.95.  
Send for free style booklet.

\*REG. U. S. PAT. OFF. © 1954 MAIDEN FORM BRASSIERE CO., N. Y. 16 SKIRT: DOROTHY DICKERSON SHOES: BETH LEVINE EISENBERG JEWELRY



ALEC GUINNESS



JACKIE COOGAN



FRANK PARKER



BERT LAHR



CHARLES BOYER



PHIL SILVERS

**BROTHERS UNDER THE RUG**, all shown wearing hair pieces of various sizes, need them in their professions. Although these toupees are skillfully made, movie directors would be careful not to let the wide-screen camera, which takes vast close-ups, linger too long on these particular hairlines.

### DIVOTS, DOILIES AND RUGS CONTINUED

word "Tashay," which he invented, sounds pleasant and French.)

Bankbook has lived happily ever after. Eventually his own hair may grow back under the Tashay, as it sometimes does in alopecia cases when the victim's nervous equilibrium has been restored. Thus we may leave Bankbook looking through his new eyeglasses into a mirror, hopefully lifting the rug from time to time, and proceed to the general hair-piece field.

There have been some big developments in the hair-piece business in the past 20 years. At this moment the business, or at any rate Feder's business, is booming. The hairful man, and the hairless one who doesn't care, may think of the toupee much as Bankbook thought of it, as a ridiculous skullcap of hair with a curl on the forehead, certain to fall into the minestrone the first time the wearer bends over to pick up his napkin. This is far from the truth today, although if you wish to be cheap about it you can still buy that sort of toupee. "I call my Tashay the Hurricane Resister," Feder says. "It is guaranteed not to fall off. You cannot detect a Tashay at a distance of two feet. I have a crew-cut Tashay you can't detect at all, unless you're a genuine expert." To demonstrate his confidence in his product Feder has frequently exposed it to the fierce autumnal hurricanes that have raked New York in recent years. Once, for the benefit of the press, he put on his divot and leaped into a swimming pool. The divot survived intact, although for a moment there was some doubt as to whether Feder himself would. He got out of the pool, caught a glimpse of a marker that said "Depth 12 Feet" and nearly collapsed. In his enthusiasm he had forgotten that he cannot swim.

### New tricks of sticking and stitching

**T**HERE are various reasons for the improvement in toupees, chiefly the development of powerful new adhesives and of new methods of crocheting hairs into the lace that holds them together. Feder has a special secret stitch, the culmination, he says, of a lifetime's research that began nearly 50 years ago in Lemberg, Austria when he was a schoolboy. "Every day I would walk past a little old house with a little old man sitting in the window. In his lap he held what I thought was a human head and he kept pricking it with a big needle. Every day the same thing, except the color of the hair would change. I became fascinated and used to walk very close to the window, and finally figured out that he was a toupee maker."

Feder became the toupee maker's apprentice, later traveled to Berlin and Hamburg working for various wigmakers and emigrated to the U.S. in 1916 when he was 20. He has been in the hair-goods game ever since and has covered, by his count, the heads of no fewer than 80,000 people. Not all of them, by any means, have been men. There are many more bald-headed women than one might suppose, but because they all wear a covering of some

[CONTINUED ON PAGE 81](#)





STARDUST



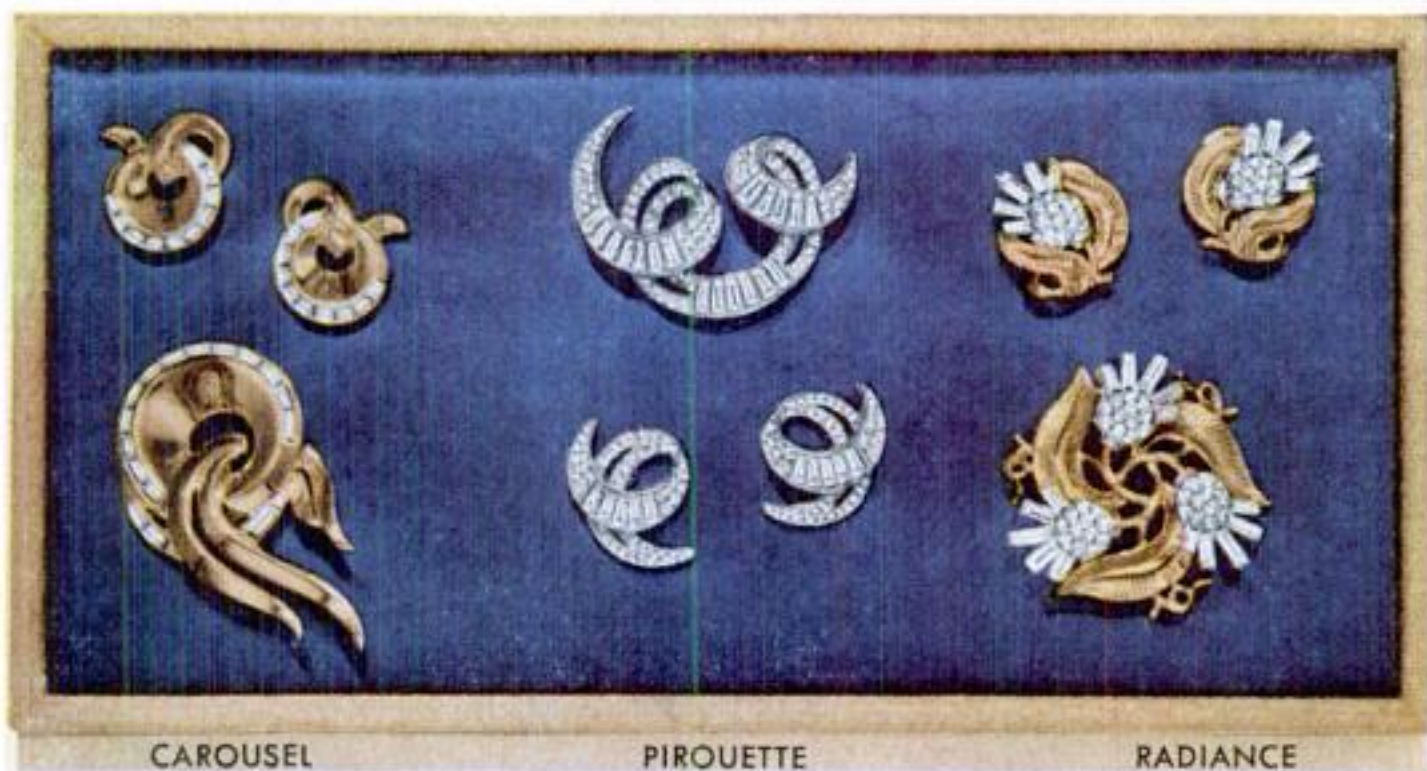
COUNTRY CLUB



GOLDEN MAGIC



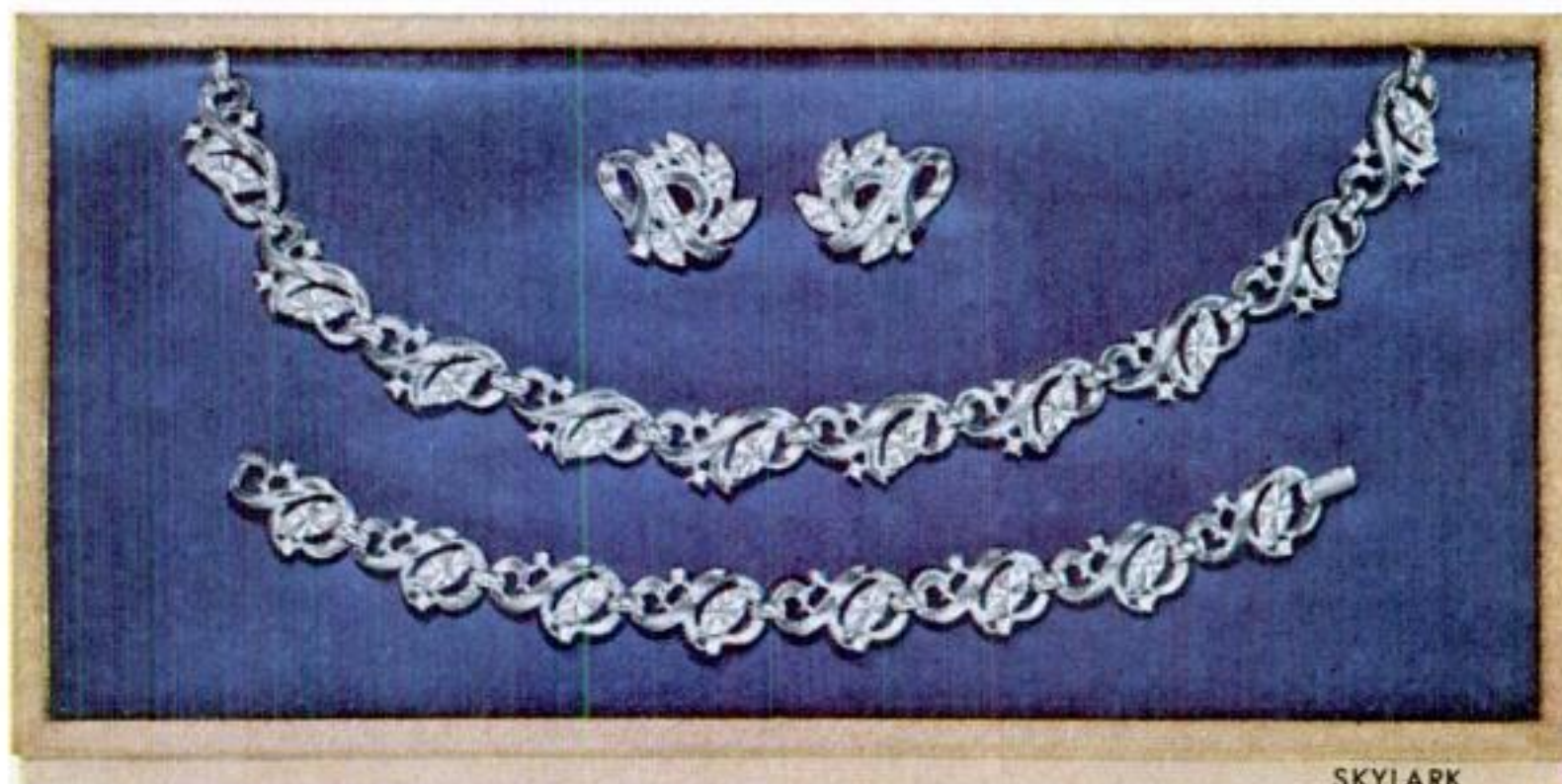
TRADE WINDS



CAROUSEL

PIROUETTE

RADIANCE



SKYLARK

HER  
FAVORITE  
SANTA  
GIVES HER

*Jewels by*  
**TRIFARI**  
REG. U.S. PAT. OFF.

STARDUST® — Necklace, \$25.00;  
Bracelet, \$25.00; Earrings, \$10.00

COUNTRY CLUB — Bracelet, \$7.50; Earrings, \$7.50  
(also available in golden-toned Trifanium with rhinestones)

GOLDEN MAGIC\* — Necklace, \$5.00; Bracelet, \$4.00;  
Earrings, \$3.00. Also in Platinum-toned Trifanium

TRADE WINDS\* — Necklace, \$7.50; Bracelet, \$5.00;  
Pin, \$5.00; Earrings, \$4.00

CAROUSEL\* — Pin, \$5.00; Earrings, \$5.00.  
Also in Platinum-toned Trifanium

PIROUETTE® — Pin, \$15.00; Earrings, \$15.00

RADIANCE® — Pin, \$5.00; Earrings, \$5.00.  
Also in Platinum-toned Trifanium

SKYLARK! — Necklace, \$10.00; Bracelet, \$5.00;  
Earrings, \$5.00. Also in Golden-toned Trifanium

Prices approximate, plus tax  
Not authentic unless stamped Trifari

\*Design Patent Pending †Design Patents Granted  
©Jewelry Design copyrighted





## For Christmas Gifts and Holiday

# argus



Sylvania Blue Dot Flashbulbs also come in handy yellow-and-black Pocket Paks. For regular or color film.



Your Christmas will be merrier (and much brighter) with Sylvania Flashbulbs in your camera. For only flash pictures can capture those magic moments of the holidays that you'll want to keep forever—trimming the Christmas tree, opening the gifts, carving the turkey. Sylvania Blue Dot bulbs give you just the right amount of light at the right instant to make your pictures perfect. So for holiday fun you'll never forget—and for festive occasions the year 'round—take flash pictures with Sylvania Flashbulbs.



### New Christmas Gift Pak!

At only \$1.79, this handsome Sylvania Gift Pak of Bantam 8 Flashbulbs is an inspired gift. Gleaming plastic case contains 12 bulbs and an easy-to-use Flash Exposure Guide that's built right into the top. Look for it at photo, drug, cigar, or department counters.



Take better pictures and have fun with flash. Write Dept. L-541, P.O. Box 116, Buffalo 9, N. Y. Ask for Booklet WA-147.

MORE PEOPLE USE SYLVANIA BLUE DOT FLASHBULBS THAN ALL OTHER BRANDS COMBINED!

# SYLVANIA

LIGHTING—RADIO—ELECTRONICS—TELEVISION

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

In Canada: Sylvania Electric (Canada) Ltd., University Tower Building, St. Catherine St., Montreal, P. Q.





The Argus 75 you see above is the world's easiest camera to use—it's foolproof. It takes big, beautiful pictures in either color or black-and-white.  
Costs only \$14.95 Flash \$3.80 Case \$2.50

## Fun .... cameras and SYLVANIA Flashbulbs

One Christmas gift everyone in the family can enjoy—from the moment you open the box—is an Argus camera. Just plug the flash gun right into the camera, pop in a Sylvania flashbulb, and start taking pictures of your children. Keep this up until the kids get hold of the camera and start taking pictures of *you*. They'll get beautiful results on their first try, too. That's because flash pictures are so simple to take with an Argus. You'll get the hang of it in no time, but the fun lasts a lifetime. See your Argus dealer to select the camera that's best for you.



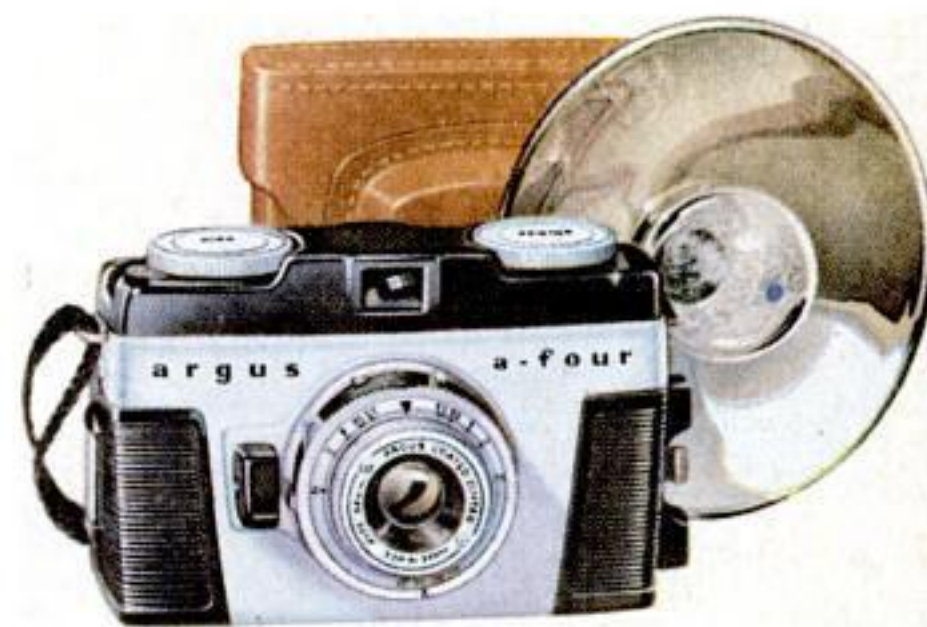
**Argus C-4**—It's America's proudest 35mm camera achievement! It has the superb Cintar f:2.8 lens, combined rangefinder-viewfinder, shutter speeds up to 1/300 second, Color-matic settings for easier camera adjustment.

Now only \$84.50 Flash \$8.95 Case \$7.50



**Argus C-3**—The world's most popular 35mm camera! It gives you a Cintar f:3.5 lens, lens-coupled rangefinder, shutter speeds to 1/300 second, plug-in flash, Color-matic settings.

Only \$66.50 complete with case and flash.



**Argus A-4**—An exciting new low-priced 35mm camera! Its Cintar f:3.5 lens is fastest in its price class. Shutter speeds to 1/200 second, plug-in flash, double exposure preventer, Color-matic settings.

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# argus

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# You bake these luscious gifts the quicker Wesson way



Start with the shortening you *pour to measure* and *never have to cream*—light, sparkling Wesson Oil. You bake these festive gifts *without* the bother of digging out and melting solid shortening. Mild, delicate Wesson Oil is *easier* to measure accurately—*easier* to mix.

You can give your Wesson-baked gifts with confidence, knowing they will taste as good as good can be. In all the world, there's no oil so light, so mild *and* so popular as Wesson Oil. Bake the quicker Wesson way—and see!

## WESSON FRUITCAKE CUPCAKES

- 1 cup Wesson Oil
- 1½ cups brown sugar (packed in cup)
- 4 eggs
- 2 cups sifted all-purpose flour (such as Gold Medal)
- \*1 teaspoon baking powder
- \*2 teaspoons salt
- 2 teaspoons cinnamon
- 2 teaspoons allspice
- 1 teaspoon cloves
- \*1 cup pineapple, apple or orange juice
- 1 cup more sifted flour
- 1 cup thinly sliced citron
- 1 cup chopped candied pineapple
- 1½ cups whole candied cherries
- 1 cup seeded raisins
- 1 cup chopped figs
- 3 cups coarsely chopped nuts

Combine Wesson Oil, sugar and eggs; beat vigorously with spoon or electric mixer for 2 minutes. Sift 2 cups of the flour with the baking powder, salt, and spices. Stir into the oil mixture alternately with the fruit juice. Mix the other cup of flour with the fruits and nuts. Pour batter over the fruit, mixing thoroughly. Pour into 24 paper baking cups set in medium size muffin pans. Place a pan of water on lower oven rack. Bake cupcakes 1 hour in slow oven (275°). After baking, let cakes stand 15 minutes before removing from pans. Cool thoroughly without removing paper. Glaze and decorate with candied cherries and angelica.

\*When using Gold Medal Self-Rising Flour: (1) omit baking powder and salt; (2) have fruit juice boiling hot when adding; (3) do not add eggs until the mixture has cooled to lukewarm (about ½ hour).

## WESSON BROWNIES

- ¾ cup sifted all-purpose flour (such as Gold Medal)
- \*½ teaspoon baking powder
- \*¾ teaspoon salt
- 2 eggs
- 1 cup sugar
- ⅓ cup Wesson Oil
- 2 squares unsweetened chocolate, melted
- 1 teaspoon vanilla
- ½ cup coarsely chopped nuts

Sift flour with baking powder and salt. Beat eggs, add sugar in 3 portions; beat well after each addition. Add Wesson Oil, melted and cooled chocolate, and vanilla; beat thoroughly. Add flour mixture, mix well. Stir in nuts. Oil 8 x 8 x 2-inch baking pan with Wesson Oil. Pour in batter, spread evenly. Bake in moderate oven (350°) about 35 minutes. Cool in pan on cake rack. Spread with chocolate icing and decorate with walnut halves. Makes 15 brownies.

\*When using Gold Medal Self-Rising Flour omit baking powder and salt.

**CHOCOLATE ICING:** Melt over hot water 1 tablespoon butter and 1 square unsweetened chocolate. Blend in 2 tablespoons hot milk and a dash of salt. Stir in about 1 cup sifted confectioners' sugar, and beat until icing will spread easily. Spread quickly.

They keep so well  
(thanks to Wesson)  
... pack so easily ... ship so safely



AMERICA'S FAVORITE

for Salads, Frying, Chiffon Cakes, Stir-N-Roll Pie Crust and Biscuits

# Wesson Oil

SEE "HAWKINS FALLS" NBC-TV NETWORK MONDAY THRU FRIDAY





## DIVOTS, DOILIES AND RUGS CONTINUED

sort, the average man never sees one and thinks there are very few. Feder estimates that as many as 250,000 American women are bald—not a little bit thin on top but really bald.

Before making a toupee Feder must first make a topographical survey of the area to be covered. Such hair as the baldhead still has is of course retained and the toupee is blended into it. Feder seats his subject in a chair and then, assuming a barberial position behind him, takes a black, sticky eyebrow pencil and outlines the bald spot, drawing a thick line on the subject's scalp. (Much of Feder's business is done by mail order. Such customers must get wives or friends to perform this operation, or risk it themselves.) In cases where the bald spot is large and the forward hairline obliterated, Feder re-creates it as well as he can, using old photographs of the subject as a guide. When the black line is drawn, he slaps a wet sheet of heavy, absorbent paper onto the subject's head, firmly pressing and molding it until it assumes the contour of the skull. The line is transferred to the paper in the process. When the paper dries and hardens, there is the head mapped.

(There are other ways of obtaining the topographical information, the most ingenious of which is patented by Hollywood's Max Factor. Factor sends his mail-order customers lengths of heavy but soft lead wire which they press along their skulls in various directions to obtain profile sections, which are then traced on paper.)

From the paper pattern Feder makes a cloth toupee base consisting of an underlayer of durable nylon, which will lie next to the subject's scalp and receive the adhesive, and an overlayer of exceptionally fine, strong Swiss lace, into which the hairs will be crocheted.

The hair used by Feder (and all other hair-goods men) is not really "fresh cut," as his ad says. He gets it from various New York wholesale importers, who get it from Europe. There are some weird notions adrift about the sources of hair for toupees and wigs, a few of which may well be disposed of now.

The idea Feder was trying to combat when he used the phrase "from live models" in his ad is held by a number of people. But it is outrageously untrue that undertakers sell hair for toupees as a sideline.

The idea that animal hair is used in toupees is false too. It does happen that the finest material for Santa Claus beards is yak tails, of which there is a shortage now because the Chinese Communists have got almost all the yaks. It also happens that cheap theatrical wigs can be made of almost anything from spaghetti to abandoned nests of the Baltimore oriole, but toupees and real wigs are always made of human hair.

Various European countries supply the raw material for hair pieces but the principal source is the Piedmont region of Italy. Buyers circulate among the peasant women at regular intervals trading pots and pans, needles, thread, thimbles and the like—seldom cash—for hair. Piedmont hair is good but not exceptionally so. The women hold still for the shearing simply because they are poor and for many generations have been accustomed to it. They are not cut bald. A large circular area on the top of the head is clipped but enough hair is left on the surrounding scalp so that the woman may gather it up and cover the area. Hair is sold by the gram in Europe, by the ounce in the U.S. Ash, white, gold or jet-black hair may fetch a premium over ordinary shades like light or dark brown, but a very slight one. Hair combings are saved and sold too, at a negligible price to the producers. The labor cost of sorting and arranging combings in swatches is great.

Last year about 15 tons of hair from all sources came into the U.S. The vast bulk of this went into women's hair goods, which are of course far heavier than men's. It takes only an ounce and a half to make an average toupee. Importers buy hair clippings at about a dollar an ounce, combings at about 40¢. (Perhaps the biggest single transaction of modern times was made by Max Factor, who recently bought 24 ounces of 48-inch-long red-blond hair to make the wig Maureen O'Hara wears in *Lady Godiva*. It cost \$400.) The hair of many American women is no good for toupees, having been dyed or made weak or brittle by permanent waving. However, some women whose hair is untouched do sell it by mail to New



**BIG WIG** for *Lady Godiva* hits Maureen O'Hara's knee.

CONTINUED ON NEXT PAGE

## NO. 1 BEST BUY

from your

# No. 1 Best Guy!

**Easy Action SWIVEL-TOP**  
Cleans all over from 1 position

**NO DUST BAG TO EMPTY (of course!)**

**Exclusive ATTACH-O-MATIC Clip-on Tools**  
Ends carrying and storage problems!

**Amazing "3-D" RUG NOZZLE**  
Full "3-D" power all around—front, rear AND both ends of nozzle—cleans deeper, cleans more area with each stroke.

**Easy-Roll ROTO-DOLLY optional at small extra cost**

Who is the smartest Santa Claus in town? Why your husband, of course! And especially when he gives you this wonderful Eureka Roto-Matic. For this is the cleaner that many of America's leading authorities rate No. 1 BEST BUY. Superior to others—even those costing \$20 to \$30 more! Give hubby the hint to see your nearby Eureka dealer promptly... to assure Christmas delivery.

**New! Miracle Cleaning Tool for Shag Rugs**  
Clips instantly to rug nozzle—whisks up deep down dirt from cotton shag rugs without pulling or sliding! Optional, \$1.00.

Still only  
America's No. 1 Christmas Gift!

# EUREKA

Roto-Matic Swivel-Top Cleaner

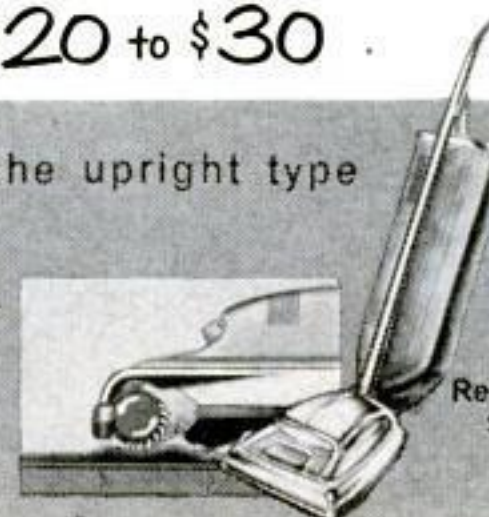
You Save \$20 to \$30

\$69<sup>95</sup>  
Complete with deluxe attachments

For those who prefer the upright type of cleaner.

The EUREKA Automatic with Motor-Driven Disturbulator

Rolls smoothly on large wheels. Only 6" high, goes easily under low furniture.



**CHRISTMAS OFFER!**  
Save \$20.00

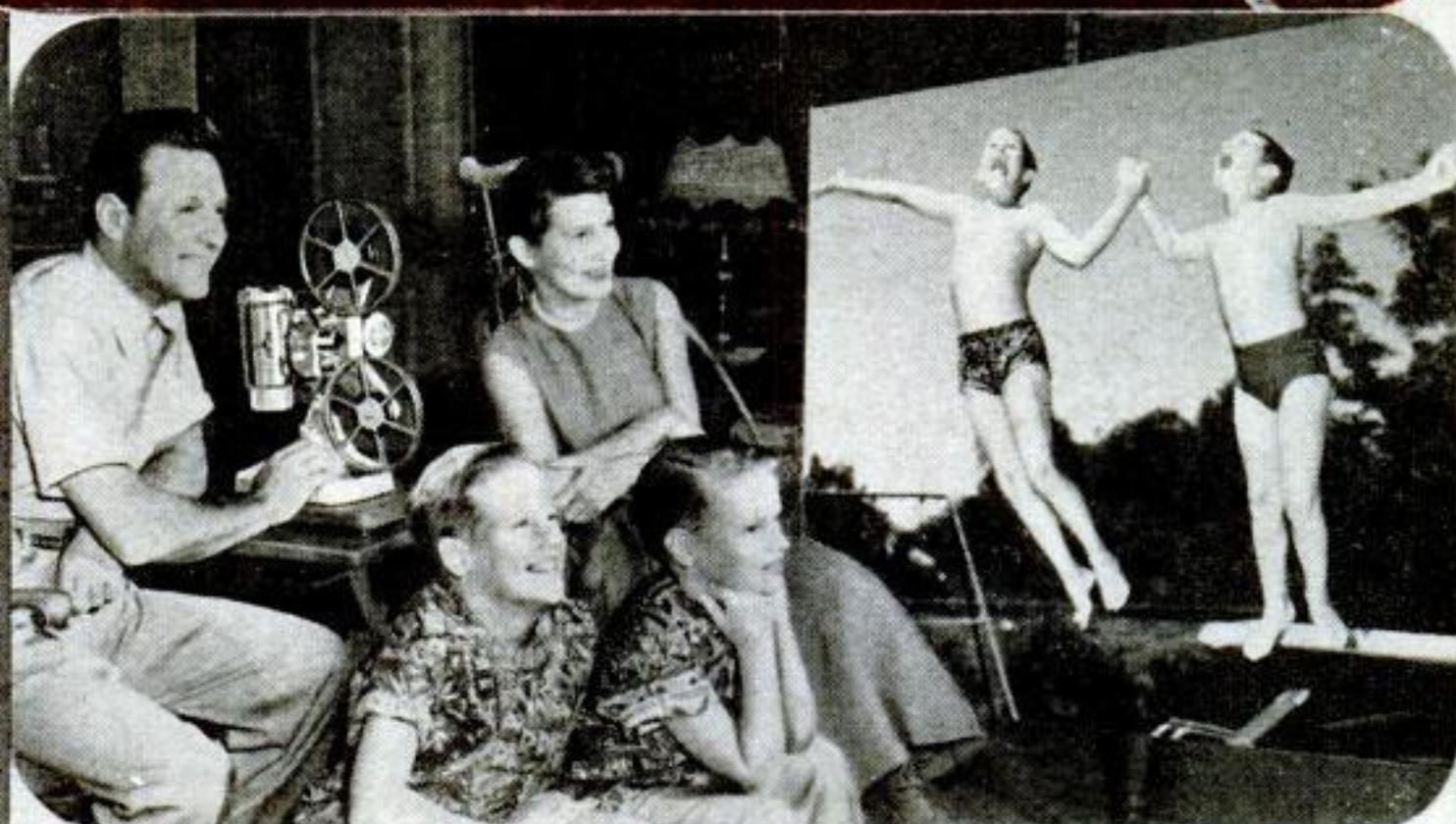
Reg. Price \$89.95  
\$69<sup>95</sup> and your old cleaner

Eureka Williams Company (Division of Henney Motor Company, Inc.) Bloomington, Illinois  
In Canada: Onward Manufacturing Co., Ltd., Kitchener, Ontario

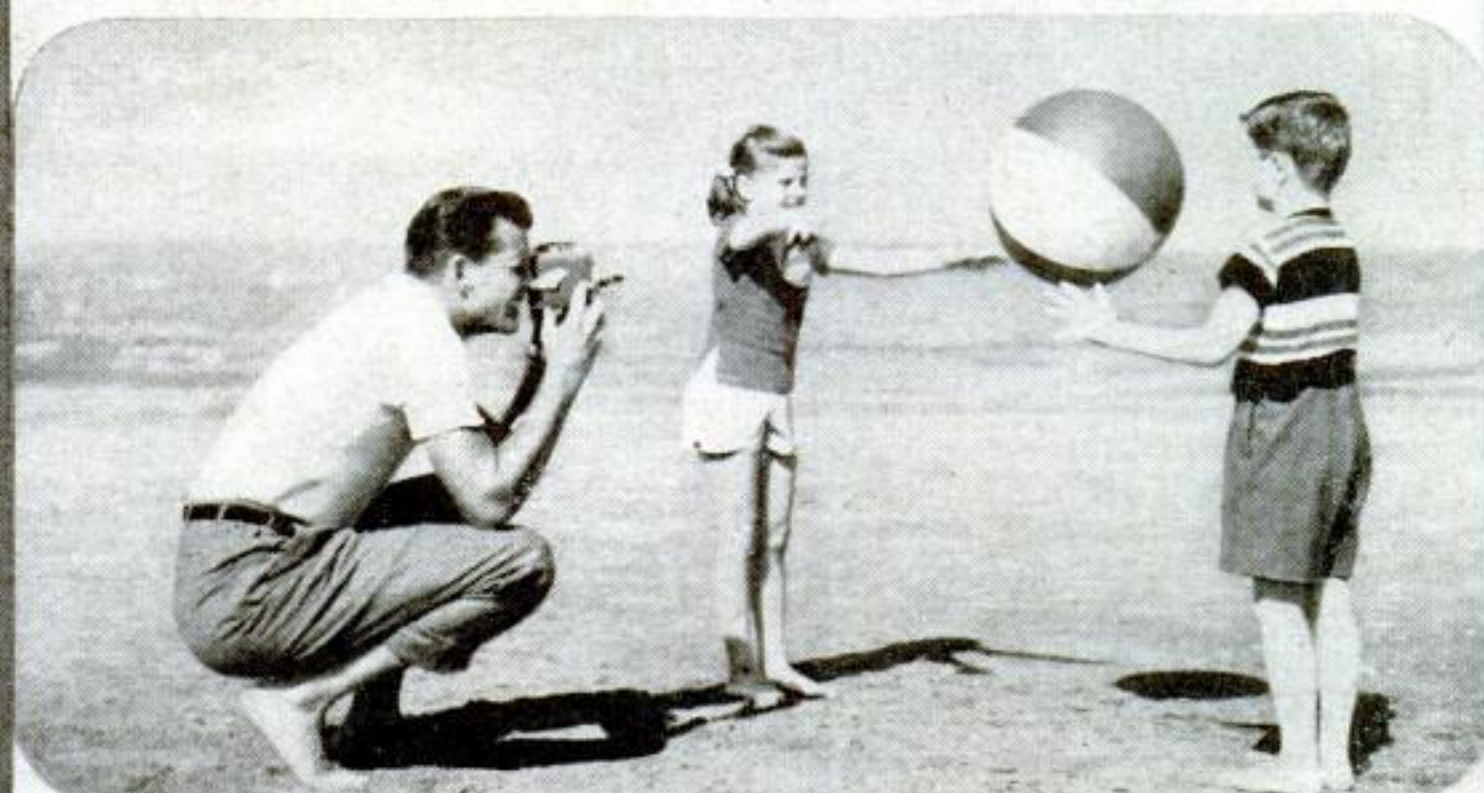
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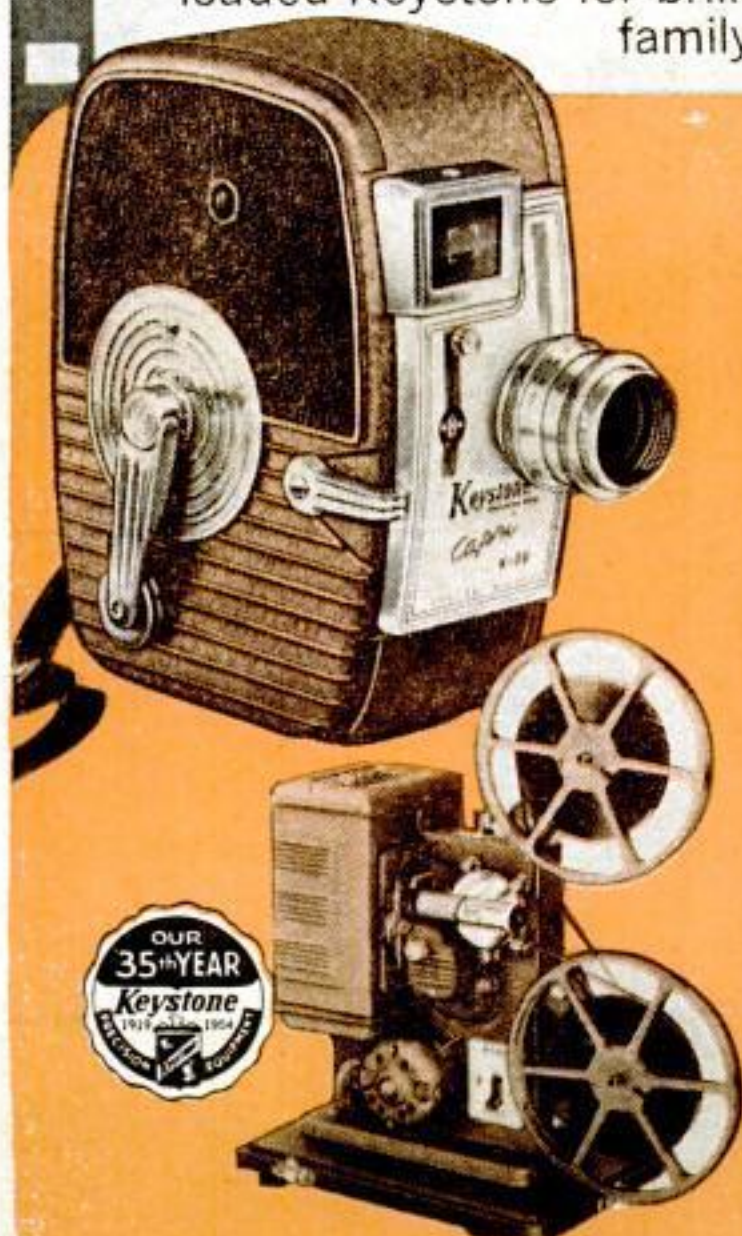
this Christmas  
go **Hollywood**  
with **Keystone**  
for better Home Movies!



"Oscar" Winner Bill Holden takes and shows life-in-action movies of his growing family with Keystone . . . the easiest to take, clearest home movies he's seen.



Happy User Jim Horne, like 600,000 others, picks value-loaded Keystone for brilliant, thrifty motion pictures his family will always enjoy.



backed by Lifetime Guarantee

Your camera dealer will tell you that Keystone cameras, projectors offer more features, more fun, more ease of operation, **dollar for dollar**, than any other make. It's Keystone for home movies that actually cost **less** than snapshots.

**Keystone Capri Camera**, 8mm. rollfilm, America's lowest-priced deluxe movie camera. Your Keystone dealer will demonstrate how interchangeable lens mount and other exclusive features assure brilliant motion pictures!

**ONLY \$54.95**

8mm. cameras \$54.95 to \$239.50  
16 mm. cameras \$99.50 to \$269.50

**Keystone Eighty Projector** 8mm., finest lens, brightest light (500 watt) at this low price, large sprocket wheel for easy loading, compact folding reel arms, exclusive room light switch.

with case **new low price \$89.95**  
other 8mm. projectors to \$159.50  
also 16mm. projectors from \$129.50

**Keystone Camera Co., Inc.**  
Boston 24, Mass.



**COMPLETELY BALD WOMAN**, startlingly like a store-window manikin, is fitted for wig in Feder's shop. When properly adjusted it will be undetectable.

## DIVOTS, DOILIES AND RUGS CONTINUED

York dealers and get 50¢ to \$1 an ounce for it, or about \$5 per transaction. Oddly, a disproportionately large amount of long hair is mailed in from Utah—by people with ordinary names like Smith or Brown, not Crazy Horse. Nothing belonging to the late General Custer has shown up on the market.

Feder keeps a supply of about 200 shades of hair constantly on hand in his workroom. (Anthropologists recognize 24 basic shades.) Rarely, in fact almost never, does he make a toupee of one shade only but carefully blends several until he matches whatever happens to be growing on the subject's head. The hair is crocheted into the lace by craftsmen who fasten the toupees to head-shaped blocks of wood while working on them and who crochet the hair in clumps of three or four instead of singly, as of course it normally grows. They can crochet about 750 to 1,500 hairs into one square inch of toupee (there are 1,000 per square inch on a normal human head and about 120,000 altogether), but the clumping together of the hairs gives an impression of normal thickness. After the craftsmen have done the bulk of the work, Feder himself supervises the final working over of the front hair-line on which his secret stitch is used. The stitch is used mostly in crew-cut toupees and somehow gives the hair a bristly, up-standing look instead of a limp, flat one. The nearly finished toupee, which has purposely been made a trifle longer and shaggier than it will eventually be, is placed on the subject's head and Feder, with comb and scissors, barbers it. This gives the subject a chance to invert the standard tonsorial instruction (put a little more on top, please) at which Feder dutifully smiles.

### How it goes to the head

**A** SPECIAL double-faced adhesive tape is used to hold the toupee in place, one side of the tape adhering to the scalp and the other to the underlayer of the toupee. Feder supplies rolls of extra tape with each toupee along with a bottle of solvent for loosening it. He will not reveal precisely what the adhesive is, but it can safely be called a humdinger.

Although the wearer *can* go swimming while wearing one of Feder's products with no fear of losing the thing, Feder recommends this only in dire necessity, as in the case of a merchant marine officer client who was torpedoed during the last war and wore his doily for some time on a life raft, apparently fooling his companions. Tashays can be worn steadily for as long as three weeks. For that matter so can shirts, but the cleanly man removes his shirt and his Tashay daily. Removal is no problem, for the solvent quickly loosens the tape.

Feder charges anywhere from \$85 to \$190 for a Tashay. A few customers, who want to deceive observers only on special occasions, buy a single Tashay. Most buy two, using the spare while the everyday Tashay is being serviced. Spare toupees should be kept in tight boxes with some camphor flakes or a few old cigarettes to keep moths away. Moths hate tobacco. The double sale is a nice feature of the hair-goods business. A couple of weeks ago Feder achieved a quadruple one. Middle-aged twins.

Depending on the care it receives and the wearer's body acidity, a toupee lasts from a month to 10 years. It should be cleaned every couple of weeks—to do so, the owner fills a pan with dry-cleaning fluid and sloshes the hair piece around in it. Soap and water are bad for toupees. Occasionally toupees must be sent back to the factory for small adjustments and the addition of new

CONTINUED ON PAGE 85





You should see the look on his face! It's sad indeed to come face to face at your own breakfast table with the fact that more families ran out of Kellogg's Corn Flakes this morning than any other cereal. But that happens every day, simply because Kellogg's Corn Flakes just naturally taste best to more people. Always have. Still do. To avoid those let-down looks, many folks pick up a spare package of Kellogg's Corn Flakes every time they buy any cereal of any kind. How about you?

FRESH FROM *Kellogg's* OF BATTLE CREEK





surround  
her with  
an air  
of excitement

give her **ELECTRIQUE**

*Max Factor's unforgettable new fragrance*

*in elegant Christmas gifts*

**Parfum cologne Electrique**,  
thrilling new essence that  
clings . . . and clings. **\$2.50.**  
Not shown: dusting powder  
with bath-size puff, **\$1.50.**



**Three to Get Ready** for  
her most exciting moments!  
Parfum cologne, parfum  
and bath oil . . . **\$3.75.**



**Bathing Beauty**  
After the last pat of the  
towel, she'll want these:  
dusting powder with bath-size  
puff, parfum cologne . . . **\$4.00.**  
Not shown: smaller cologne and dusting powder, **\$2.25.**



**Quintessence.** 5 fragrant  
ways to show you care . . .  
in one perfect gift!  
Parfum cologne, parfum,  
bath oil, soap, clouds  
of dusting powder . . . **\$6.75.**



**Magic Wand.** A tall,  
tall shaker of dusting powder  
capped with a vial of parfum  
cologne . . . the fragrance  
trick of the year, **\$1.50.**

*Other Max Factor Beauty and Make-up gifts from \$1.10 to \$12.90*

ALL PRICES PLUS REDUCED TAX



## DIVOTS, DOILIES AND RUGS CONTINUED

hairs in spots, but otherwise they need no more care than a man might give to a valued pair of Argyle socks.

It may seem odd that a man about to purchase so personal and, to him, so important an object as a toupee should consult the classified phone directory. But the oddness will disappear if you try to recall when and where you last saw an advertisement for men's hair goods. Toupee makers do not conduct big advertising campaigns, and a man about to buy a toupee does not ask loudly and publicly where he can do so. About six months ago, however, an enterprising young Texan named Ben Z. Kaplan joined Feder's firm as vice president and began to place half-page advertisements in New York newspapers, probably the first large ads for toupees that have appeared since the Edwardian era. Kaplan, who became bald at 27 and wears a Tashay himself, had done a good deal of research into the psychology of toupee wearing and is convinced that with the proper advertising approach he can make a fortune. ("SOLVE your problem of baldness," the ads say. "A Feder Tashay is NOT a toupee or wig in the old-fashioned sense . . . you will even have to tell your barber where to cut and where not to.")

"I say *solve* your problem because any fool knows you can't grow hair on a bald head," Kaplan says. "The hair-restoring people get very sore at our ads, but the truth is that there is only *one* solution to normal baldness. Ours." (Feder has a standing offer of \$10,000 to anyone who can grow hair on *his* head.)

### 10,000 bald heads a year

**K**APLAN'S advertisements have pulled a surprisingly large number of inquiries, with the result that Feder last week was turning out toupees at the rate of 10,000 a year. Next year he thinks he may produce as many as 15,000. (There is no way to determine how many part-time and full-time toupee wearers there may be in the U.S. Hair-goods men chronically overestimate the figure, which is probably around 50,000, or one adult male in a thousand.)

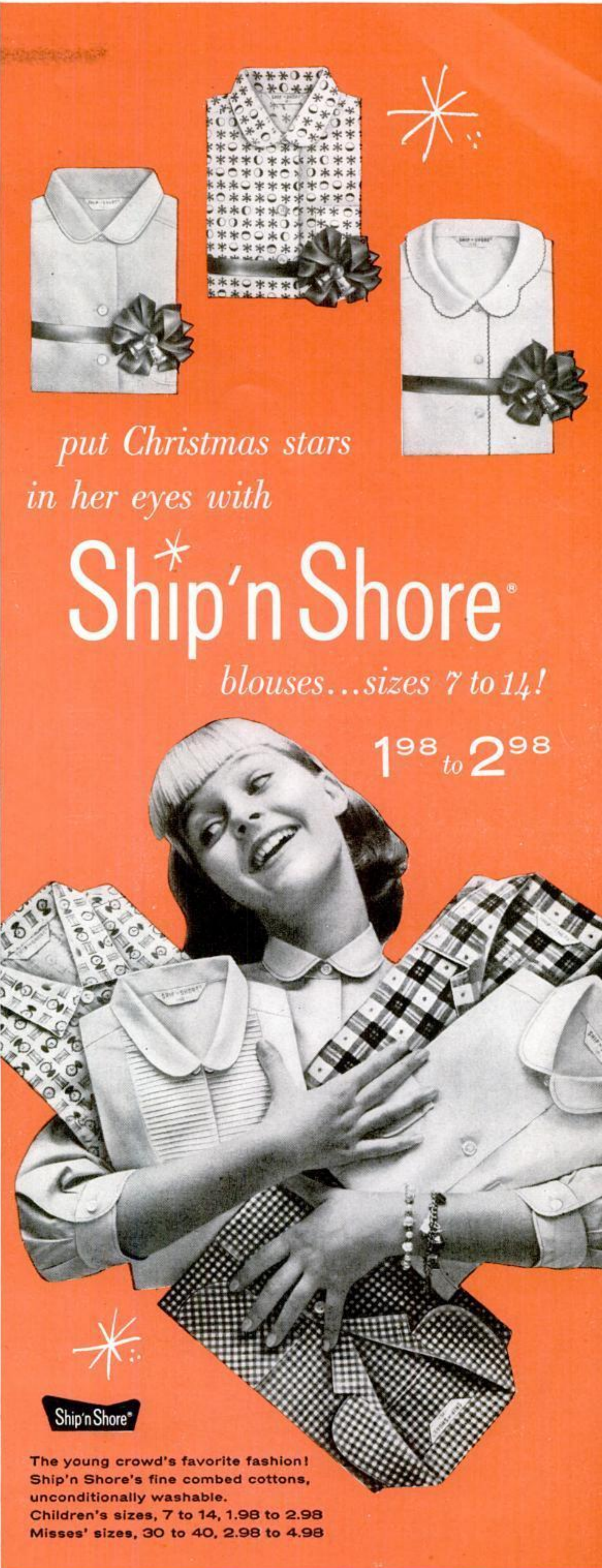
The people who respond to Feder's phone book or newspaper advertisements are of all imaginable sorts, ranging from 5-year-olds to grandfathers, executives to ex-convicts, ministers to soldiers, girls to matrons. "A bald-headed woman is the most beautiful thing in the world," Feder says with the utmost seriousness. "When a woman gets bald, usually all of the small hairs on her face disappear and her skin becomes firm and taut. It looks like a beautiful kind of marble. But when they come down with nervous alopecia, it's pathetic. It begins with a little bare spot the size of a dime on the top front center of the head. Then they get triangular bald patches above the temples. Maybe then they'll buy some false curls and spread them over, like a telephone headset. Then the hair in back starts to fall out. They don't know what to do. They start wearing turbans all the time. I even had one woman who came to me wearing two dozen hair nets one on top of the other. They come into the office, and right away I can tell what it is. I see the turban, their eyes are all red from crying. You wouldn't believe it, but many of them are cross-eyed. They get cross-eyed from sitting in front of the mirror and crying. Also, they're all round-shouldered and hunched over. This is from flinching. They wear a cheap wig or some false curls or a turban, and when they sit down in a restaurant or in the movies or on a subway or someplace, they're scared somebody will come by and accidentally knock it off, so they're always flinching. Pathetic."

Ordinarily Feder is able to outfit his female customers with wigs that restore their normal appearance and self-confidence, with the result that some of the alopecia cases, at least, are able to discard the wigs later on. Feder also encourages them to stand straight, chin up, to correct the chronic flinch.

The basic motivation that drives male customers to Feder's house is, as might easily be guessed, romance. Some of his customers have actually been brought to him by their wives, like schoolboys being dragged to the dentist. A wife who still looks youthful sometimes does not like to appear in public with a husband who, as the New York *World-Telegram* once said of former House Speaker Sam Rayburn, has a "brow high enough to arouse the maternal instinct in an ostrich." Only a week ago Feder completed a pair of Tashays for an Army sergeant at the instigation of the sergeant's wife. The wife, a Kansas girl, had married the sergeant overseas and her parents had never seen him. Before taking him home to show the folks she had him reupholstered, which is doubtless quite ethical, although she sounds like someone who would drop a few buckshot into a trout before weighing it.

Bachelors in the mid-30s comprise the bulk of Feder's customers, and for that reason his advertisements show a male model in that age group, before and after. Most of these customers, trying to be

CONTINUED ON NEXT PAGE



put Christmas stars  
in her eyes with

# Ship'n Shore®

blouses...sizes 7 to 14!

1<sup>98</sup> to 2<sup>98</sup>

Ship'n Shore®

The young crowd's favorite fashion!  
Ship'n Shore's fine combed cottons,  
unconditionally washable.  
Children's sizes, 7 to 14, 1.98 to 2.98  
Misses' sizes, 30 to 40, 2.98 to 4.98





FOR RAIN, SLEET, OR SNOW  
PERFECT PROTECTION!  
FASHION PERFECTION!



# Rain Dears

DE LUXE (by LUCKY)®

RAIN DEARS are 100% fully molded, with no seams to come apart. So light on your feet, and so smart on your feet, but sturdy too! Transparent so that the beauty and color of your shoe shows through.

About **\$2.00**

Also available in smoke.

*\*Will Outwear Rubber Boot's Tread*

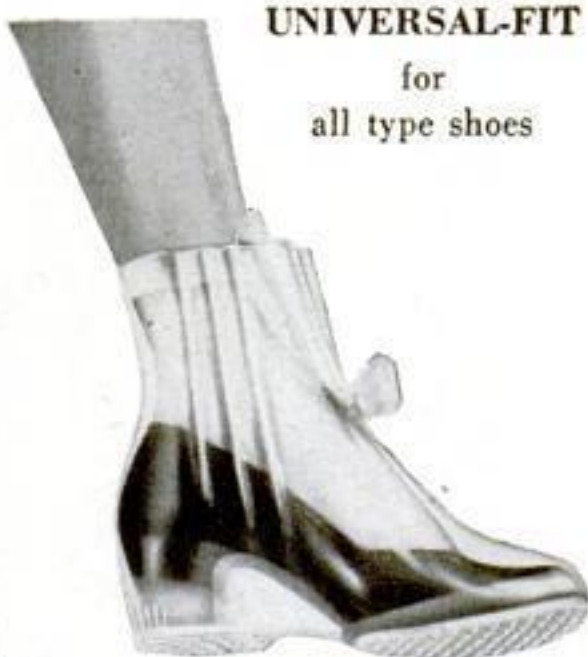
RAIN DEARS outsell all other plastic rain boots

There's a reason—they're best!

LOOK FOR THE NAME RAIN DEARS ON THE BOX.

UNIVERSAL-FIT

for  
all type shoes



FASHION FIT

for High and  
Cuban heel.



Extra reinforced back • Triple thick, deep sharp tread

ASK FOR THE GENUINE—ASK FOR RAIN DEARS

At shoe, notion and rainwear counters everywhere

Los Angeles

**LUCKY SALES CO., INC.**

New York • Chicago



## DIVOTS, DOILIES AND RUGS CONTINUED

as offhand as they can, will ask whether the Tashay is likely to come off if a lady playfully rumples it, and are assured it will not. One bachelor, about to get married, asked Feder whether he thought it practical to try to continue to deceive his bride after marriage. Feder said no. Sooner or later, probably the first time the man left the house, the wife would prowl around and find a box containing a roll of strange adhesive tape, a toupee, a bottle of solvent and a couple of cigarets and would ask some rather sharp questions when the man came home. "Anyway, if your lack of hair is so important to her, you shouldn't marry her," Feder said.

It would seem that the sensible thing to do about baldness, in most cases, is simply to adjust to it and cultivate a philosophic resignation. Ordinary baldness is no disaster or disgrace. In fact it is probably related in some way to virility. There are no bald eunuchs. However when baldness threatens to do serious psychological harm or to interfere with a man's livelihood, a doily is probably the answer. Should an actor retire when his hairline recedes? If it helps a salesman's morale to wear a toupee while he is selling, should he wear one? Quite a few of Feder's customers are middle-aged men who for one reason or another are changing jobs. A bald man at 40 may look 50, but with a toupee he may look his correct age or even younger. A handful of hair at that point can make an enormous difference and it may be silly to quibble about whose hair it is.

Some of Feder's customers need toupees to cover scars. Recently he fitted an 8-year-old boy with a complete toupee—boiling water had fallen on the child's head and killed all the hair roots forever.



**TONY BENNETT** is ideal of many bald bachelors.

"When I put the Tashay on him he looked in the mirror," Feder says, "and tears came into his eyes and a sweet smile came on his face and he said, 'Now the fellows won't call me Baldy.'" Sadly, unless the fellows have changed overnight, they are probably going to start calling him Rughead, after the sinister character currently starring in *Dick Tracy*. Rughead wears a great big obvious toupee and is constantly taking it off and lubricating it with something labeled "Root Creme Wig Oil."

Flies are always trying to get into the bottle of wig oil when Rughead takes off the cork. What Feder thinks of all this is unprintable.

A few of Feder's customers come to him with extravagant notions which he must destroy before he can make appropriate toupees. Many old bachelors, for example, want complete, bushy toupees and must be convinced that this would merely accent their red and pouchy eyes. (One old bachelor, however, a man of realistic ambitions, asked for and got a doughnut-shaped toupee.) Recently one of Feder's customers, a man who had had thin, stringy blond hair all his life, asked for a toupee that would give him black, glistening curls like those of Singer Tony Bennett, idol of the teen-agers. Feder gently explained to him that, to look natural, a toupee must resemble the wearer's original hair. Still, the request was a great unwitting tribute to the progress that has been made in the field. The innocent customer had no idea that he was asking for a toupee like Bennett's toupee.



**DIVOT AND DOILY**, worn (left) by hair-goods men Louis Feder and Ben Z. Kaplan (facing camera), are taken off (right) to show what they are hiding.



DAY CHEER IN OLD KENTUCKY

**OLD CROW**

*Celebrated Old Crow  
now in the handsomest  
of gift decanters*

**100 PROOF BOTTLED IN BOND**

*Giving Old Crow is Traditional  
at Holiday Time*

KENTUCKY STRAIGHT BOURBON WHISKEY—THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY





# ANY WAY YOU LOOK AT IT...

**NEW POWER UNDER THE HOOD!** The all-new '55 Plymouth offers you a choice of two great engine designs . . . powerful new Hy-Fire V-8 or new economical PowerFlow 6.

The Hy-Fire V-8 is the newest, most advanced eight in the lowest-price field. The new Polysphere combustion chamber gives you flashing new power . . . more "go" to the gallon . . . aviation performance on regular-grade gasoline. . . . The new high-horsepower PowerFlow 6 is another advanced engine of notable ruggedness and simplicity . . . based on a design famous for thrift and reliability.

**NEW POWER TO HELP YOU DRIVE!** In the new '55 Plymouth you have the finest selection of power driving aids in the lowest-price field:

**POWERFLITE** no-clutch drive is the smoothest, finest of fully automatic transmissions. New Flite-Control Drive Selector *mounted on the instrument panel* . . . a Plymouth exclusive in the lowest-price field . . . gives you positive, finger-tip action.

**FULL-TIME POWER STEERING** does 80% of the work for you, and—unlike the "other two"—does it 100% of the time. A surer, safer feel of the road . . . far less driving fatigue!

**POWER BRAKES** make driving easier . . . use only *half* normal pedal pressure. New wide pedal is *suspended* for lighter action and increased foot room.

**EASY-GLIDE POWER SEATS AND EASY-LIFT POWER WINDOWS** also are available. And you may have new **AIRTEMP AIR CONDITIONING** for your complete all-season comfort.

**NEW FULL-VIEW WINDSHIELD** is a true wrap-around. Your range of vision is extended to the sides, where you need it. No blind spots from posts slanting forward at eye-level.

**NEW METAL-IN-MOTION STYLING** Plymouth's trim, taut-muscled, forward-thrusting lines reflect the dynamic spirit of a nation that's young in heart!

**LUXURIOUS NEW INTERIORS** Fabrics are excitingly modern. Glamorous color styling harmonizes with brilliant exteriors. New no-glare instrument panel.

**EXTRA OVERHEAD STRENGTH** from new box-girder body construction. Much larger streamlined luggage compartment, fully lined to protect your bags.

PowerFlite, Power Steering, Power Brakes, Power Seats, Power Window Lifts, Air Conditioning, and Automatic Overdrive all available at low extra cost.



Enjoy "That's My Boy," "Shower of Stars," and "Climax!" on CBS-TV



Unretouched photographs of Plymouth Belvedere 4-Door Sedan

# ALL NEW ! **PLYMOUTH** '55

*Biggest car of the low-price 3.... A completely new car... powerful new V-8 and 6 engines... new chassis...*

*new Metal-in-Motion Styling.... The all-new Plymouth for 1955 is the car to measure against.*

*This year, of all years... look at all 3! And when you do, you'll change to Plymouth!*

*Now on display at your Plymouth dealer's... a great new car for the YOUNG IN HEART*





eleven ways to  
make her remember

this

# Christmas



1. Lotus Perfume. \$3 to \$17.50
2. "Bond Street" Perfume. \$3 to \$17.50
3. Yardley English Lavender. \$1.10 to \$5.75
4. Yardley English Lavender Toilet Essence and Yardley English Lavender Soap. \$1.50
5. Yardley English Lavender Toilet Essence, Talc and 2 cakes of the soap. \$3.75
6. Yardley Soap Assortment—Red Roses, English Lavender, Crushed Carnation. \$3.50
7. Red Roses Bath Set—Bath Salts, 2 tablets of Red Roses Soap. \$2.50
8. "Bond Street" Refreshers—Toilet Water and Dusting Powder. \$3.95
9. "Bond Street" Gift Set—Toilet Water, Talc and a flacon of the perfume. \$4.75
10. Yardley English Lavender Toilet Essence, Dusting Powder and Lavendomeal. \$5.25
11. Yardley Beauty Kit—Night Cream, Cleansing Complexion Milk, Astringent Lotion, Cream Shampoo, Lavender Soap. \$5.50

all prices plus tax

## YARDLEY

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., N.Y.C.





YELLING FOR HELP, MRS. JOHNSON RUNS AWAY FROM HER BLAZING HOME AS A FIREMAN WITH HEAD DOWN TRIES TO ASCEND THE STEPS TO THE FRONT DOOR

## SAVE MY BOY! WHERE IS HE?

Mrs. Virgil Johnson could see the flickering light from the flames against the sky as she drove up the hill to the house after taking her husband to his nighttime work in downtown Honolulu. Then, as she drew closer and saw that the crackling, leaping fire was coming from her own small frame house, she suddenly remembered her 5-year-old son Reuben. When

she had left him to go downtown he had been watching television in the living room.

"Save my boy!" she screamed, as she tried to get into the house but was driven back by the heat (*above*). Friends had to restrain her as the firemen finally brought the blaze under control (*next page*), then broke down the front door and entered the house to look for Reuben.



## 4 New Manhattan Sleepers



**His and Her Candy Stripe Sleepshirts** are of fine brushed cotton flannel, easy to wash. Both her Lady Manhattan and his *Manhattan* Sleepshirt have three-quarter sleeve, four-button front, and shirttail to knee. Hers has neckband collar; his—conventional collar. Both in red and white stripes, or blue or green and white...and his in Firemen Red, \$5.00. Both with matching nightcaps, \$1.50.



**His and Her Candy Stripe Pajamas** are also of easy-to-wash, fine-brushed cotton flannel. Her Lady Manhattan coat style model has neckband collar, three-quarter sleeve, shirttail bottom, and elastic waistband. His coat style model has notched lapels and pants with elastic waistband. Both in same colors as above, \$5.00.

©1954 The Manhattan Shirt Co., 444 Madison Ave., N. Y., N. Y.

*Manhattan*

## Save My Boy! CONTINUED



**MOTHER WEEPS** hysterically, crying "Reuben, Reuben!" as a friend holds her and a fireman brings a hose to bear on the blaze. Two engine companies required almost half an hour to bring the roaring fire under control.



**FIREMEN BREAK IN** through the front door though the roof is still burning. Mrs. Johnson insisted on going in after them, and only after looking through the charred home herself did she agree that Reuben was not there.



**SAFE AND SOUND SON** reclines in neighbor's living room after fire. He had set blaze with matches, then hid in a doghouse next door. He heard his mother's screams, but they sounded so frantic he was afraid to come out.



# GIVE HIM A LONGER LIFETIME

of smoking he can enjoy without worry !



• Above: Super Grain in box,  
White Briar in hand. Set, \$10

## ...a KAYWOODIE for Christmas!



Flame Grain,  
Ambera Bit—Pot, \$10.00



**PIPE  
SMOKERS  
LIVE LONGER!**

Squire Super-Grain, \$5.00

White Briar—Streamliner, \$5.00  
(Fits into pocket without bulge)



Matched Grain Set, \$25.00



Natural Burl—Apple, \$4.00



Standard—Full Bent, \$4.00



Centennial—Billiard, \$25.00



All Briar, Meerschaum Lined—Dublin,  
\$12.50. Without Meerschaum lining,  
\$10.00. (Briar Bit matches bowl)

How treasured can an inexpensive gift be? Think of this—you could actually add to a man's years by giving him a Kaywoodie.

This Summer, doctors who studied the smoking habits of 187,000 men found that pipe smokers live longer than any other smokers. The doctors switched to pipes themselves. And of all pipes, Kaywoodie has been proved the safest.

You'll be as proud to give Kaywoodie as millions are to own it. Kaywoodie pipe fashions are exquisitely sculptured in deeply grained briar, finest in the world. It's this specially imported root that mellows and gentles the smoke until the flavor is clear, soft and full.

The finest favor you can do a man this Christmas is to give him a Kaywoodie. In a variety of shapes \$4 to \$25; sets \$10 to \$125



LOOK FOR THE KAYWOODIE CLOVERLEAF  
NEW YORK • LONDON • SINCE 1851



It's the  
whisky in the  
bottle that  
makes  
Early Times  
the perfect  
Holiday Gift

*Superior uniform quality makes  
Early Times first for the holidays  
because it's first all year  
as America's Top Selling  
86 proof Straight  
Bourbon*



**EARLY TIMES**



**AMERICA'S TOP SELLING 86 PROOF STRAIGHT BOURBON**

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF  
EARLY TIMES DISTILLERY COMPANY • LOUISVILLE 1, KENTUCKY





PERFORMING WIDE CHRISTIANIA TURNS ON THEIR ROLLER SKIS, NORM BACHELOR (LEFT) AND ED HOEL SCREECH TO A HALT ON A HILLSIDE AT BIG BEAR LAKE, CALIF.

## FREEWHEELING SKIERS

*An enterprising pair of California professionals practice on skates on a hillside highway*

On a hard hillside highway in Big Bear Lake, Calif. the pair of skilled skiers above were schussing down the road even before the snow fell. The skiers, Norm Bachelor and Ed Hoel, do it with wheels. Both professional ski instructors during the winter, they appeared in character in a Miners' Day parade last summer by fixing roller skate wheels to the bottoms of old seven-foot skis and roller-skied from start to finish of the parade. Before the afternoon

was over they realized their gag made sense. They found they could do practically all of the normal ski maneuvers on their pavement skis, and in the process got the best preseason exercise of their long careers.

"Highway skiing," says Bachelor, 39, an off-season electrician, "is most important for perfecting balance. You can't stand too many falls in the street. It leaves too much of your hide behind."



# give Year-Round GOOD LOOKS to your year-round Santa!



## TO YOUR "MAN OF PRODUCTION"

He'll look and feel even better on the job in DICKIES matching work shirts and pants.

## TO YOUR "MAN WHO HAS EVERYTHING"

Ideal for his repair expeditions around the house, garage, or garden and for fishing or hunting trips. Popular colors. Matching sets, or sold separately.

## ATTRACTIVE GIFT CARD — NO CHARGE

Watch him beam when your Man of Production opens the package! Your DICKIES dealer gladly offers you the gift card shown below.

Merry Christmas to our  
Man of Production



from

A Good Man Looks Even Better in Dickies

**Dickies**

WILLIAMSON-DICKIE

MANUFACTURING CO.

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New York

Chicago

Bainbridge, Ga.

Somerville, N. J.

Los Angeles

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W-D Mfg. Co.

## FREEWHEELING SKIERS CONTINUED



**UP ON TIPS** of their skis, Bachelor (left) and Hoel perform a French-style turn called *ruade* which they find easy to do on pavement after some practice.



**SCHUSSING DOWNHILL**, Bachelor heads Hoel past a parked car at 15-mph clip. Estimated top speed on roller skis is 25. On snow skiers hit 55 or more.



**STOPPING SUDDENLY**, the most difficult of the roller skiing techniques, Bachelor does a hasty snowplow to keep from colliding with a friendly dog.





**SIR GRAM**—Give him SWANK's complete personalized wardrobe. His own two golden initials set against a rich black background.

Cuff Links and Tie Klip Set, \$6.00 • Fine Leather Wallet, \$5.00  
Leather Thin Billfold, \$2.50 • Belt and Buckle Set, \$5.00

give him **SWANK**...a Christmas gift he will treasure!

Select your Christmas gifts from this wide assortment of SWANK

jewelry and leather, the perfect gifts for every man on your list...

- 1. Gold Filled, set \$10.00
- 2. Sports Etchings, set \$7.50
- 3. Steeplechase, set \$6.00
- 4. Sportraits, set \$6.00

- 5. Black Magic, set \$5.00
- 6. Riviera, set \$5.00
- 7. Warriors, set \$5.00
- 8. Pyramid, set \$5.00

- 9. Primitives, set \$3.50
- 10. Carousel, set \$2.50
- 11. Starlite, set \$3.50
- 12. Windsor, set \$3.50

All SWANK jewelry and leather is handsomely gift boxed. Prices subject to Fed. tax.





# Solve your gift problems Give beautiful, durable

When it's **PYREX**... America's number one gift...  
you know it will be welcome... be used... be appreciated!

## Choose Distinctive New PYREX Dinnerware!

34-piece sets for six—including handy  
cupboard storage rack—only... **\$27<sup>95</sup>**

Your choice of handsome Royal  
Burgundy or Regency Green bor-  
ders banded in 22-carat gold. Set  
packed in sturdy carton, ready for  
gift wrapping.

**WHY WORRY** about Christmas shopping when it's so easy to solve  
your gift problems with lovely, sparkling PYREX Ware?

- You'll find gifts for every cooking and serving need . . . scores of  
ways to please at Christmas time . . . with the one-and-only PYREX  
Ware—so beautiful, so durable, so easy to wash clean!

- Check the items you'll want—for family, friends, relatives. Then  
go to your favorite store and see the full line of PYREX Ware.  
Make your Christmas shopping easy with these wonderful gifts.



This handy Cupboard Storage Rack is free  
with every 34-piece PYREX Dinnerware Set.  
Each set is a complete service for six, includ-  
ing six dinner plates, six bread-and-butter

plates, six cups and saucers, six fruit-or-sauce  
dishes, creamer, sugar bowl, vegetable dish  
and chop plate. It's truly a wonderful gift  
. . . beautiful and durable.



**PYREX Dinnerware is amazingly strong.**  
In laboratory tests, cups were used to  
drive heavy three-inch nails into a pine  
plank. So you know it can "take it."

VISIT THE CORNING GLASS CENTER, CORNING, N. Y.

There's only one **PYREX** ware



... easy way!

this quick

# PYREX<sup>®</sup> ware

under \$1.00



**Pie Plate** has high flared rim to hold delicious juices in your PYREX pie plates to 69¢.



**PYREX Round Baking & Serving Dish**, 1½-qt. size, 95¢. For baking, serving, storing in the same dish. Comes in two smart colors—warm Flamingo or cool Lime.



**PYREX Knob-Cover Casserole.** You can see what's cooking. Bake, serve, store in same dish. Cleans easily—saves dishwashing. 1-qt. size, 79¢; 1½-qt. size, 89¢; 2-qt. size, \$1.00.

under \$3.00



**PYREX Flameware Teapot** for boiling, brewing, and serving. Beautifully graceful. Lock-on cover and stay-cool handle make pouring easy. Six cups—only \$2.25.



**PYREX Clear Bowl Set** for every mixing need. Easy to hold, easy to wash clean. Can be used for baking, too. Nest of three, in 1, 1½ and 2½-qt. sizes—only \$1.39.



**PYREX Flameware Percolator** lets you see when coffee's perked to exactly right strength. Easy to wash clean. 4-cup size, \$2.75. (6 and 9-cup sizes also available.)

Gifts under \$4.00



**PYREX Flameware Double Boiler** allows you to see water level at a glance. Cover fits both upper and lower bowls . . . use as separate saucepans. Holds 1½ qts., \$3.95.

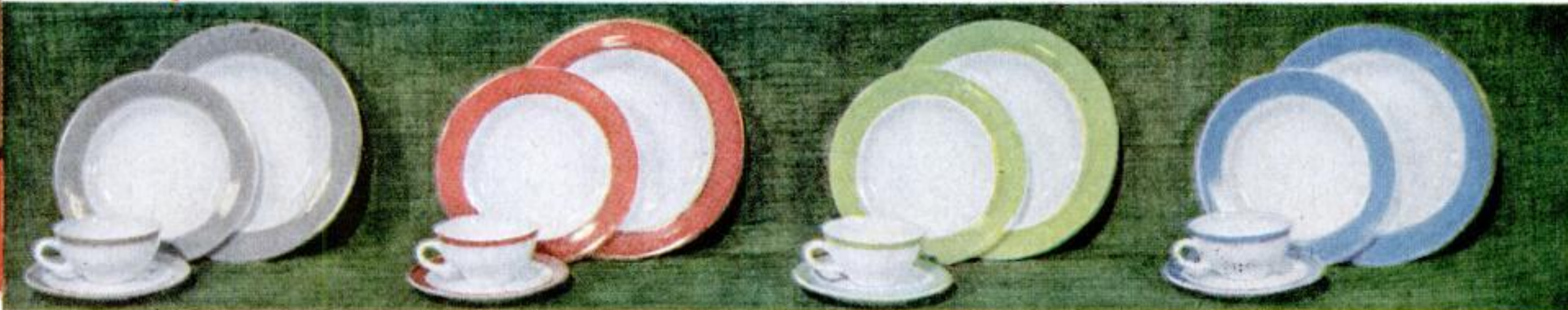


**PYREX Colorware Bowl Set** in smart red, yellow, green and blue. You can bake, serve, store in same dish—save time and dishwashing. Complete set of 4 only \$3.50.



**PYREX Colorware Oven & Refrigerator Set** for baking, serving, storing. Yellow dish holds 1½ qts. Blue holds 1½ pints. Red dishes hold 1½ cups each. Set only \$3.25.

Gifts under \$10.00



**16-Piece PYREX Dinnerware Sets** . . . only \$6.95. Handsome PYREX Dinnerware is beautiful yet rugged . . . ideal for entertaining or for everyday family use. Set includes

four dinner plates, four salad plates, four cups and saucers. Dove Gray, Flamingo, Lime or Turquoise borders. (With borders banded in 22-carat gold, \$9.95.) Matching

open-stock pieces include bread-and-butter plates, soup-or-cereal bowls, fruit-or-sauce dishes, chop plates, vegetable dishes, sugar & creamer sets.

a product of Corning Glass Works, Corning, N.Y.

"PYREX" is a registered trade-mark in the United States, of Corning Glass Works, Corning, N. Y.



# That one Special make-up —

that twice as many  
women choose



Christmas stockings were invented for Angel Face—the most flattering gift you can give!

FAMOUS  
**Angel Face**  
by POND'S

Easy to see — why it  
leads any other make-up  
2 to 1



**NO** greasy fingers!  
No oily shine



**NO** messy wet sponge!  
No painted doll look



**NO** spilly powder. No usual  
"cake powder" dryness

## Vaporized Beauty Oils

give it "Magnetic" attraction  
Clinging . . . never drying!

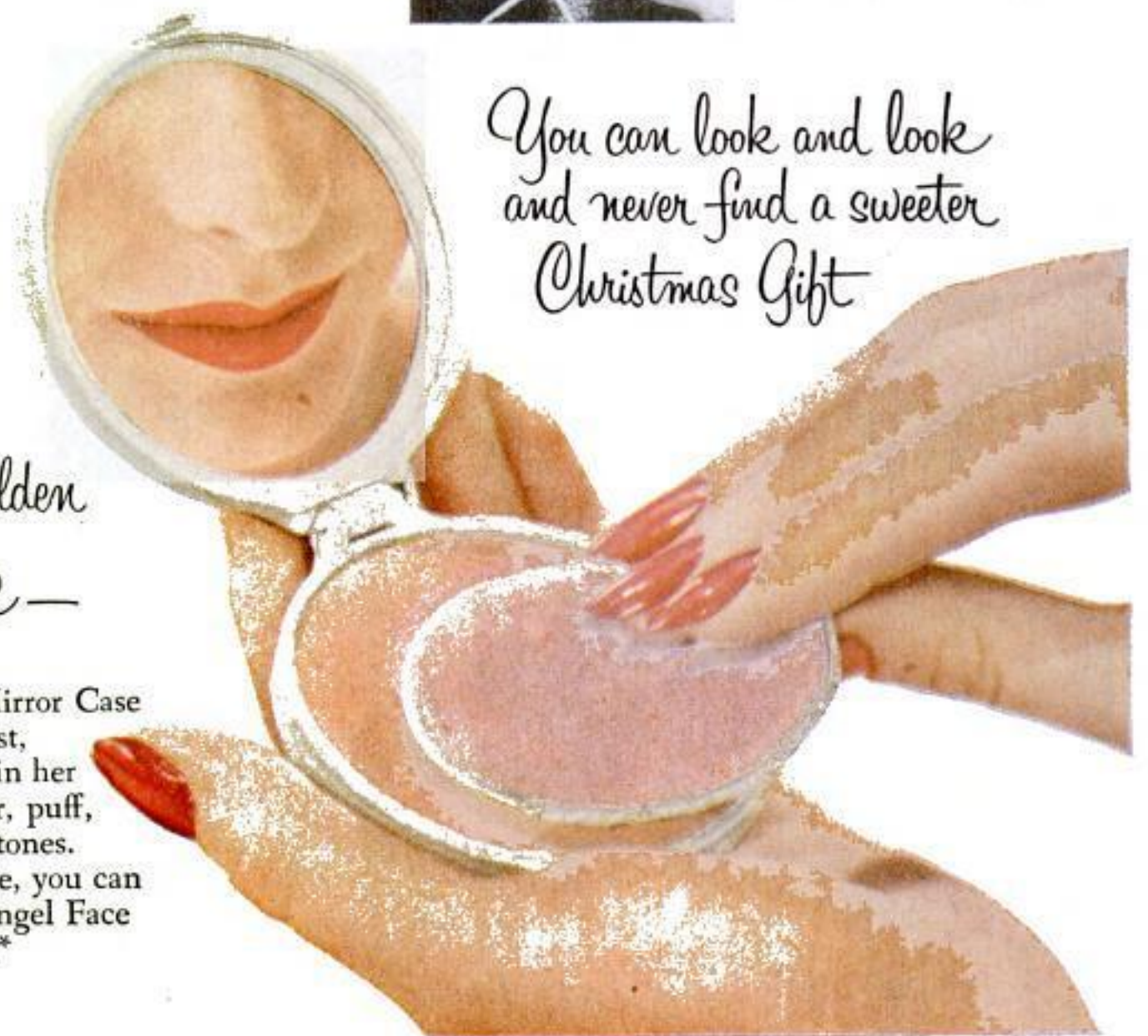
Angel Face by Pond's is permeated through and through with *vaporized beauty oils* that have an affinity for natural softeners in your own skin. This gives Angel Face a "magnetic" attraction for your skin. Soft-tinted, clinging . . . *never, never drying!* Angel Face has a flattery no other make-up has been able to duplicate. Today, surveys show that this fabulous powder and foundation in-one has revolutionized "making up"—*more women choose Angel Face than any other make-up!*



Ideal for your dressing table—the dainty  
blue-and-gold box with velour puff—  
in two sizes, 89¢, 59¢\*. \*plus tax

The  
ivory-and-golden  
Mirror Case —

Glamour gift! The Mirror Case  
will be the handsomest,  
most useful accessory in her  
handbag. With mirror, puff,  
8 easy-to-choose skin tones.  
And at this smart price, you can  
treat yourself to an Angel Face  
Mirror Case—only \$1\*



You can look and look  
and never find a sweeter  
Christmas Gift





WHILE DAUGHTERS MAKE USE OF CRAYONS IN STUDIO, MRS. BORGATTA STUDIES NEW WORK, "EXPECTATION"

## A Maternal Art

### WIFE COORDINATES HER STATUES WITH HER BABIES

During the first few years of her marriage Sculptor Isabel Case Borgatta tried her hand and art at a variety of subjects. But when she was on her way to having a baby in 1950, her sculpture began to develop along maternal lines. Statues of expectant mothers, cherubic children and women dandling babies began to fill her studio and by the time she had become the mother of two little girls Mrs. Borgatta had carved and modeled a dozen statues on motherhood. Although she is kept busy as a sculptor and mother, Mrs. Borgatta manages to coordinate her two roles remarkably well. Now about to produce her third child, she has succeeded in completing her latest sculpture (above) in just nine months.

CONTINUED ON NEXT PAGE

With Revolutionary Machine . . .

## End Copying Bottlenecks Automatically



A Low Cost Complete Photocopy Department All in One 20 inch Unit



All Electric! No Installation!

**APÉCO** *Auto-Stat*  
SYSTEMATIC

Right in Your Own Office Photocopy Anything Written, Printed, Typed, Drawn or Photographed in Less than 45 Seconds

Solve the problem of handling your paper work in a hurry with the new Apeco Systematic Auto-Stat. With this quick copying machine, thousands of firms have eliminated 35% of all typing and actually cut paper work in half. Anyone can operate it . . . just flip a switch and any papers, opaque or transparent, can be copied in seconds no matter if printed on one or two sides. It's low cost, too . . . priced within the budget of the smallest business.

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Find Out How You Can Save Time and Money in Your Business.



By Expediting Shipping and Receiving with Auto-Stat Copying.



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American Photocopy Equipment Co.  
1922 W. Peterson Ave., Chicago 26, Ill.

Rush me without obligation your new book the "Auto-Stat Story." I understand this is a report on Auto-Stat copying and shows how this machine can increase the efficiency of any business.

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In Canada: Apeco of Canada, Ltd., 134 Park Lawn Rd., Toronto, Ont.



bathroom beauty

begins with

**PEARL-WICK**

bathroom

fashions



How delightfully feminine! Bathroom accessories of rich, gleaming quilted Pearl-Shell in the loveliest, newest, decorator shades. It's nice to know that for all Pearl-Wick's fragile-looking elegance ...it washes and wears and won't chip, peel or stain! Speaking of Christmas (and aren't we all?) this Pearl-Wick ensemble makes a welcome gift.

HAMPER with patented Duroweve® self-ventilating back, prevents mildew and odors. About \$11.98  
HOLD-A-BRUSH, about \$4.98  
BATHSTOOL, about \$5.50  
WASTEBASKET, about \$3.98  
In department and furniture stores, or wherever you shop. Or write for name of dealer nearest you.



PEARL-WICK • 27-50 FIRST ST. • LONG ISLAND CITY • N. Y.

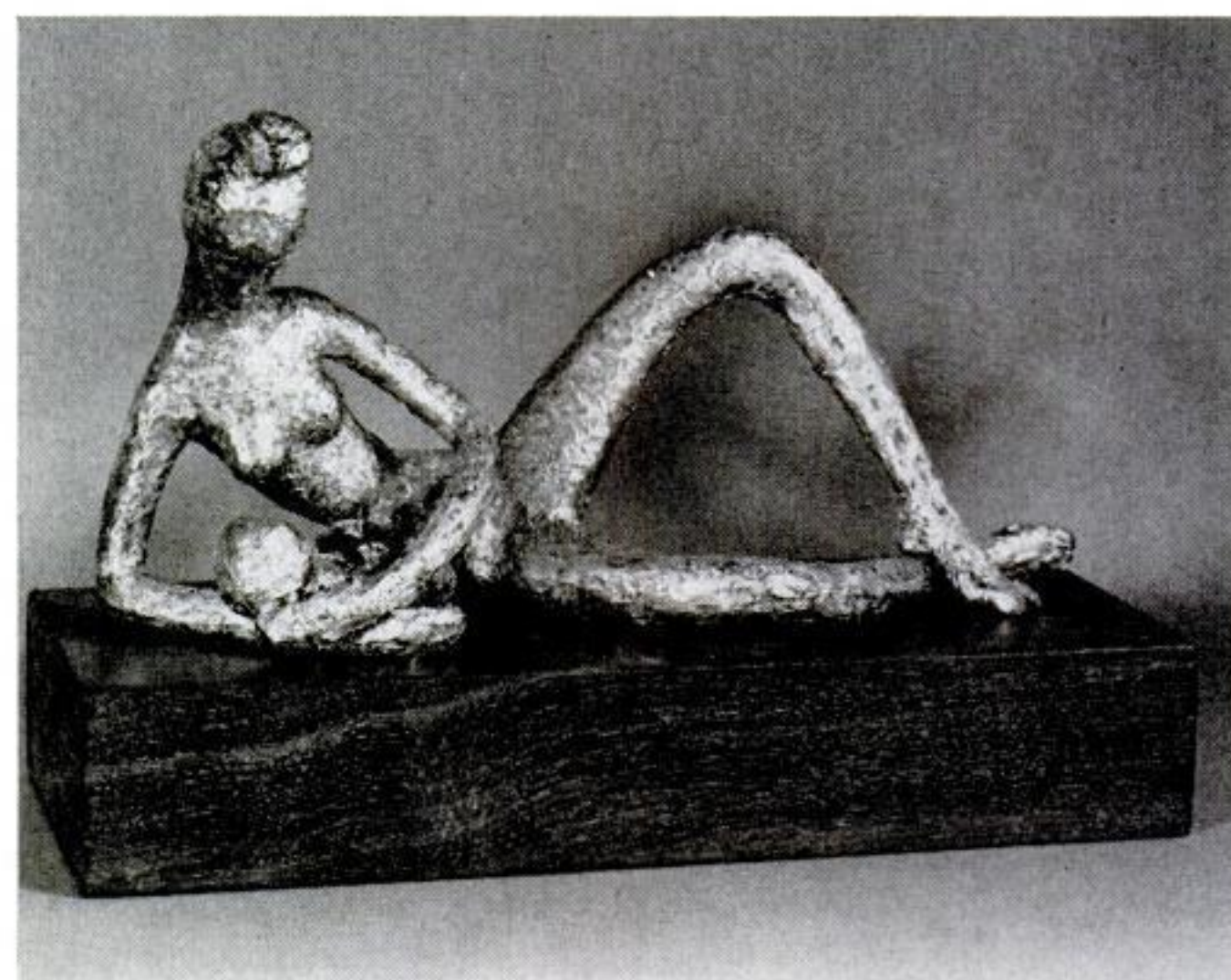
## MATERNAL ART CONTINUED



**SLEEPING**, a plumply rounded statue in alabaster, was subject suggested to Mrs. Borgatta by her 4-year-old daughter. She used younger child as model.



**TENDER MOTHER** lifting her child was made to express the intense protective love that sculptor felt toward her own new baby.



**FIRST BORN** was actually made after second Borgatta baby arrived. It is model for a large work which the sculptor will make after next child is born.



There's this about Coke ...  
**"It's my gift for thirst"**



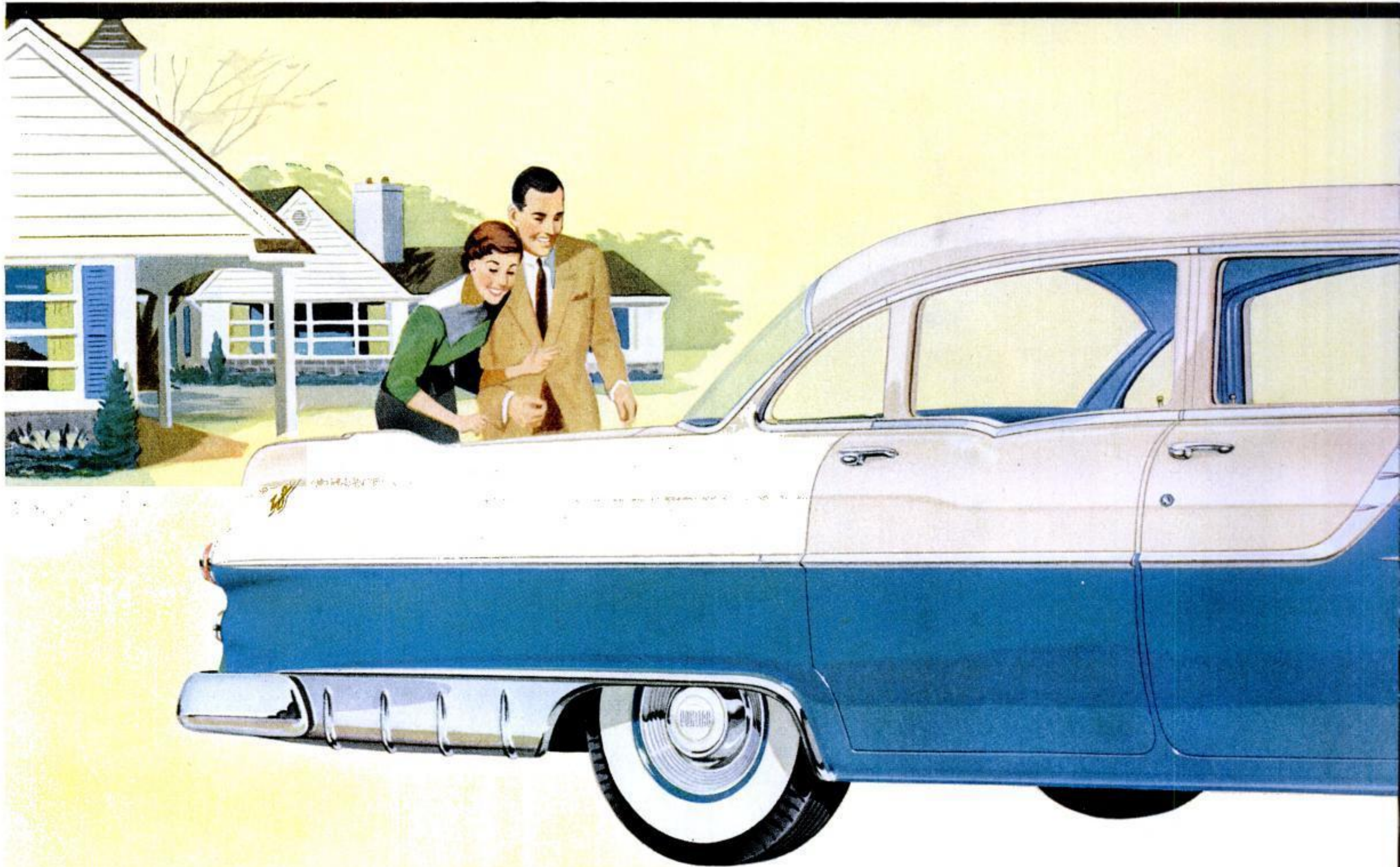
Leave it to old Santa  
—he knows the importance  
of choosing Christmas presents  
to fit the occasion. He knows  
something about refreshment, too.  
This merry world traveler could  
tell you that ice-cold Coca-Cola  
is the perfect gift for thirst  
—in Mombasa, in Rome, in Rio  
... or where you live.



See EDDIE FISHER on "Coke Time"  
NBC Television twice each week.

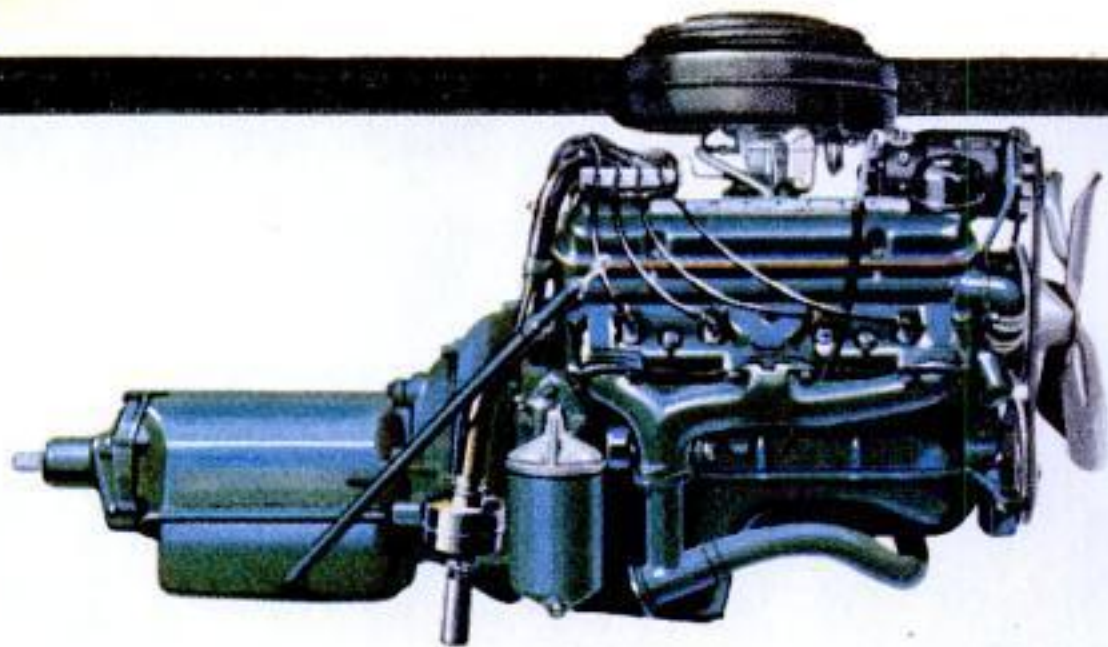


# This Year Pontiac



SEE THE RED BUTTONS SHOW, FRIDAYS—NBC-TV

**Pontiac's All-New, 180-Horsepower Strato-Streak V-8** is enough ➔ by itself to place this Pontiac among the great cars of all time. Here's power so compelling you seem to coast uphill . . . response as fleet as thought . . . smoothness and quietness of a new high order—plus outstanding economy and reliability proved by over 3.5 million test miles. This hushed might is teamed with an All-New chassis with bigger brakes, recirculating ball steering, tubeless tires, wider-spaced parallel rear springs and vertical king pins to provide unsurpassed handling and riding ease.



➔ **Pontiac's All-New Bodies by Fisher** portray beauty as fresh and thrilling as Strato-Streak performance. A new panoramic windshield and larger rear window provide vastly greater vision. A lower roof line matches the horizontal sweep of the hood-high fenders. Luxurious fabrics and leather, keyed to the Vogue Two-Tone body colors, cover the wider rear seats and roomy driver's compartment. As for the instrument panel - - - but see this car! There simply isn't room to list all the new and beautiful things that prove it's Pontiac's year to star.

**SEE YOUR PONTIAC DEALER**



# Points the Way!



## with an All-New look and outlook and All-New performance thrills

Here it is in all its brilliant beauty—the All-New Pontiac that is arousing more enthusiastic comment than any new car in years . . . the future-fashioned Pontiac that is causing curbside clusters every place it's parked . . . the Strato-Streak powered Pontiac that is giving the lift of a lifetime to everyone who takes the wheel.

It's the new star of the highway—and for a very solid reason. The '55 Pontiac completely changes all old ideas of what a low-priced car can be. In design and engineering, it takes its place with those few great automobiles that have started new trends in automotive thinking and established an entirely new measure of automotive value.

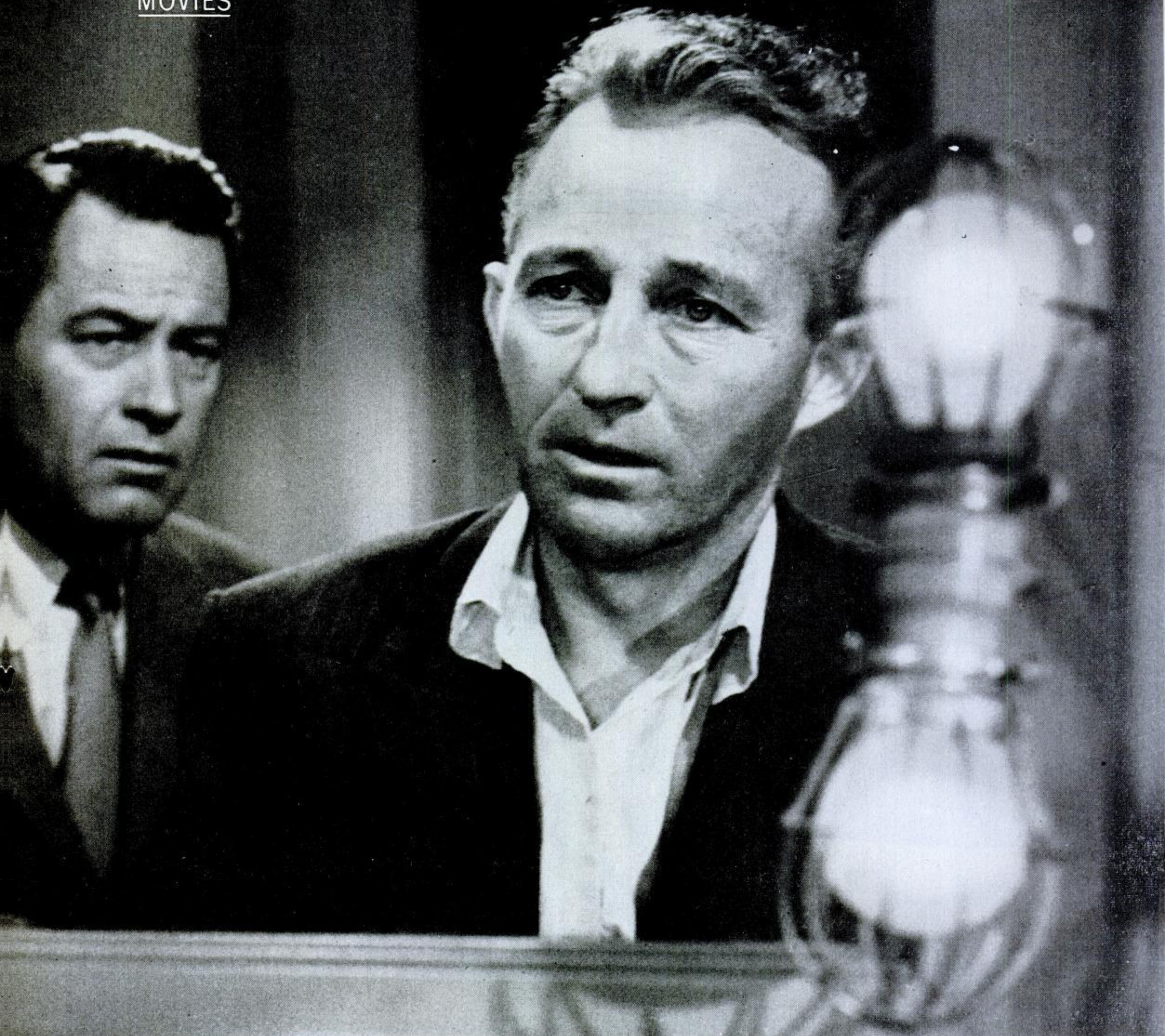
These are not our own words. They come from the mouths of the many who have already inspected Pontiac's enthralling beauty and sampled the thrills of Strato-Streak V-8 performance. For that is all this General Motors masterpiece requires—a single look and ride—to convince you that here is a born pacemaker, a preview of tomorrow's cars.

Come in and let us give you the complete story of the wide and welcome change this All-New Pontiac has brought about in automotive standards. Learn how lovely, lively and luxurious a low-priced car can be when it is built deliberately to challenge any car at any price on any count. Try it today—take the wheel and overtake tomorrow!

# '55 Pontiac

WITH THE 180-HP STRATO-STREAK V-8





A HOLLOW-EYED CROSBY IS REFLECTED IN DRESSING ROOM MIRROR AS DIRECTOR (WILLIAM HOLDEN) TRIES TO PULL HIM OUT OF ALCOHOLIC DEPRESSION

## BING ON BINGE

He is dramatic hit as drunk in 'Country Girl'

Even more surprising to moviegoers than Frank Sinatra's recent appearance as a killer (LIFE, Oct. 25) will be Bing Crosby's appearance as a drunken heel in Paramount's *Country Girl*. Bing, in a straight dramatic role, gives a striking portrayal of a broken-down actor who blames all his derelictions on his wife, a dowdy frump played with equal skill by the usually immaculate Grace Kelly (LIFE, April 26). Oldtime Crosby fans will be shocked at their idol's slouched shoulders and drawn face. They should, however, get compensation out of the reports that *Country Girl* may win Bing another Oscar to go with the one he got a decade ago for playing quite another kind of role—the kindly priest of *Going My Way*.

OFF ON A BENDER, CROSBY SINGS DUET WITH NIGHTCLUB PERFORMER →





THE MOST FABULOUS GIFT A WOMAN COULD WISH FOR...

# The Astonishing New Swing-Needle **SINGER** Automatic



**Automatic Zigzagging**—for satin stitch, script stitch, appliques, buttonholes, setting in lace.



**Automatic Multiple Zigzag**—for mending, patching, joining overlapped seams, applying binding.



**Automatic Blind Stitch**—for making "invisible" hems, overedging seams, sewing in zippers.



**Automatic Scallop Stitch**—perfectly spaced, big or small, for fancy edging, embroidery, trim.



**Automatic Arrowheads**—facing in either direction, for decorating children's clothes, table linens.



**Automatic Dominoes**—for monograms, borders, pocket designs that would take hours by hand.



**NEW! Twin Needle** also comes with the Automatic. Sews with two different color threads at once—for beautiful toned effects.

*These are only a few of the exciting stitches the new SINGER\* Automatic will do.*

\*A Trade-Mark of THE SINGER MANUFACTURING COMPANY, Copyright, U. S. A., 1954, by THE SINGER MANUFACTURING COMPANY. All rights reserved for all countries.

## Does 101 stitch variations as simply as it sews a straight seam!

**Here is a machine** so modern, so advanced—so different from usual machines—you'll have to see it in action to believe what it can do.

It's the new Swing-Needle\* SINGER Automatic Machine—with amazing do-it-for-you "FASHION\* Discs." It not only does the finest straight sewing ... it does just about any kind of decorative stitch

you can imagine *completely automatically*.

Stop in; try it. Discover how it takes hard work, handwork and guesswork out of sewing.

It's the *newest* in the SINGER family which have been Christmas favorites for over 100 years.

## **SINGER SEWING CENTERS**





***GIVE A TREASURE OF PLEASURE***



BLENDING WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS COMPANY, NEW YORK CITY



**IN SILVER OR GOLD!**



***A GIFT OF CALVERT SATISFIES  
like no other whiskey!***

This season Calvert is all decked out for the holidays in beautiful silver and golden Treasure Chests. And in these glistening gift packages is a treasure of pleasure... a whiskey that is always rich and satisfying and truly smoother going down. Give Calvert to the very top men on your gift list. They'll toast Calvert's good taste... and yours!



IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

# Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING  
destroys decay- and  
odor-causing bacteria!***

***Can't brush after every meal? One Gleem brushing  
destroys most decay bacteria!***

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay) and *wipes out their enzymes!* Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

**Only Procter & Gamble's new  
GLEEM has   
new cleaner and decay fighter!**



***Mouth stays fresh all day with one Gleem brushing!***

Just brushing before breakfast with Gleem instantly stops mouth odor . . . and in 7 out of 10 cases, the mouth stays fresh the *whole* day. Yes, scientific tests prove brushing with pure, white Gleem protects against mouth odor all day.

***Kids just love Gleem's taste!***

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



**ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!**



# MITSUKO MARRIES

LIFE's Japanese cover girl becomes a nisei's bride



MITSUKO ON COVER

Mitsuko Kimura was 19, unknown and poor, when she appeared on the cover of LIFE's special issue on Asia (Dec. 31, 1951). Fame, film stardom and modest luxury quickly followed (LIFE, Nov. 3, 1952). Now 22, shy, unspoiled, Mitsuko has quit the screen partly because "the movie world does not suit me" and partly because she met Ken Toshio Fukunaga, 32, a nisei from Salt Lake City, Utah. Nov. 3 Mitsuko married Ken, a pharmacist. After his tour of duty as a Department of the Army civilian in Japan, he will bring Mitsuko home to Utah.



MITSUKO IN MOVIE, *Story of Asakusa*, played vaudeville dancer (center). U.S. producer in Japan discovered her through LIFE cover, gave her first role.

MITSUKO AS BRIDE HAPPILY HOLDS HER BOUQUET AFTER THE WEDDING CEREMONY, PERFORMED BY A U.S. ARMY CHAPLAIN IN THE TOKYO ARMY HOSPITAL CHAPEL







**DIAMOND-STUDDED LUXURY L** \$4,500.00  
(Shown closed at left, open at right) Exquisitely fashioned platinum case and bracelet fully encrusted with diamonds.

**RADIANT F** \$150.00  
Six fine diamonds in a case of unusual delicacy; white 14K gold.

**CHARM E** \$125.00  
Two beautiful diamonds, exquisitely set in a white 14K gold case.

**GLAMOUR E** \$89.50  
Yellow or white 14K gold case set with two sparkling diamonds.

**ISABELLA** \$225.00  
14K gold case with a magnificent matching gold bracelet — a truly superb piece of fine jewelry!

**MARCIA** \$89.50  
Yellow or white 14K gold case; 18K gold numerals on sterling silver dial.

**PAMELA** \$89.50  
White or yellow 14K gold case; 18K numerals on sterling silver dial.

This Christmas... there are so many new reasons why:

*It means so much more to give*



► A Hamilton says so eloquently the heartfelt things it's often hard to put into words. And these pages are filled with reasons why *this* should be the Christmas to give a Hamilton! ► Here are Hamiltons of fresh and inspiring beauty... thoughtful ideas like left-handed models... match mates that let devoted couples literally "wear their hearts on



**COLLEEN** \$89.50  
With cord.....\$82.50  
Yellow or white 10K gold case; 18K gold numerals on sterling silver dial.

**TRUDY** \$79.50  
Yellow or white 14K gold case; black or silver dial.

**JESSIE** \$79.50  
With cord.....\$72.50  
Yellow or white 10K gold case; 18K gold numerals on sterling silver dial.

**BARBARA** \$72.50  
With cord.....\$65.00  
Yellow or white 10K gold-filled case; 18K gold numerals on silver dial.

**GLENDIA** \$71.50  
Yellow or white 14K gold case; black or sterling silver dial.

**VIVIAN** \$71.50  
With cord.....\$65.00  
Yellow or white 10K gold-filled case; 18K gold numerals on a silver dial.

**AMY** \$67.50  
Yellow or white 10K gold-filled case; 18K gold numerals on a sterling silver dial.

Solve your gift problem now—from \$33<sup>95</sup> for a HAMILTON *Illinois*



**HOLLY** \$65.00  
With cord.....\$57.75  
Black or sterling silver dial. Yellow or white 10K gold-filled case.

**GOLDEN TREASURE A** \$54.95  
Yellow or white 10K gold case; embossed numerals, markers, dots.

**COQUETTE C** \$52.50  
With cord.....\$44.95  
Graceful yellow or white 10K gold-filled case.

**LADY GAY A** \$42.50  
With cord.....\$37.50  
Embossed numerals on dial; anti-magnetic.

**LADY GAY G** \$39.95  
Available in either yellow or white, with smart matching bracelet. Embossed numerals on dial.

**LADY GAY H** \$39.95  
Available in either yellow or white, with dainty matching bracelet. Embossed numerals on dial.

**LADY GAY B** \$33.95  
Precisely styled. With graceful matching expansion bracelet. \$39.95. Rich embossed numerals on dial.





**BEAUTIFUL HAMILTON MATCH MATES**  
**ROBERTA** \$95.00      **ROBERT** \$135.00  
 Yellow or white 14K gold cases. Black or sterling silver dials. Suede leather straps.

**SELF-WINDING, WATER-RESISTANT\* WATCHES**  
**K-200** \$175.00      **K-450** \$85.00  
 Yellow 14K gold "cld" case; rich leather strap; sweep second hand. Yellow 10K gold-filled case, stainless-steel back. Luminous dots, hands.

**BLAIR** \$85.00  
 Yellow 10K gold-filled case; 18K gold numerals and markers on sterling silver dial.

**PARKER** \$100.00  
 Yellow 10K gold case, 18K gold numerals and dots on sterling silver dial.

-or get-a *Hamilton*

their wrists." Here are Hamiltons with welcome new features: water-resistant,\* self-winding models. Each Hamilton has an unbreakable mainspring—*guaranteed* unbreakable. Each Hamilton is anti-magnetic. Each Hamilton has a dustproof case. ► Only one thing is unchanged: the name Hamilton on the dial tells you there *is* no finer watch!



Hamilton watches are sold by fine jewelers everywhere. When you see this display, you'll find a jeweler whose years of experience can help you choose your Christmas gifts wisely. Stop in.

\*Provided original seal is restored if opened for service. Prices include Federal Tax.



**FULTON** \$79.50  
 With leather strap.....\$72.50  
 Yellow 10K gold-filled case, sterling silver dial.

**DIXON** \$71.50  
 With leather strap.....\$62.50  
 Handsome yellow 10K gold-filled case, sterling silver dial.

**PELHAM** \$71.50  
 With bracelet.....\$79.50  
 Yellow 10K gold-filled case, sterling silver dial, 19 jewels.

**NEWTON** \$71.50  
 With leather strap.....\$65.00  
 Yellow 10K gold-filled case, sterling silver dial.

**CROYDON "cld"** \$69.50  
 Stainless steel case, sealed against moisture and dirt; black or silver dial; 18 jewels.

to \$4,500<sup>00</sup> for a diamond-studded LADY HAMILTON

FREE: Christmas catalog of latest watch styles. Send name and address to Dept. L-39, Hamilton Watch Co., Lancaster, Pa. © nwc.



**AUTOMATIC D** \$71.50  
 Self-winding, shock-resistant, water-resistant.\* Luminous markers, hands.

**DATOMATIC** \$69.95  
 With leather strap.....\$65.00  
 Self-winding calendar watch; water-resistant,\* shock-resistant.

**DEBONAIR K** \$44.95  
 With leather strap.....\$39.95  
 Shock-resistant, anti-magnetic.

**DEBONAIR J** \$44.95  
 Yellow case with handsome matching expansion band. Shock-resistant.

**DEBONAIR L** \$44.95  
 With leather strap.....\$39.95  
 Shock-resistant, anti-magnetic.

**DEBONAIR D** \$33.95  
 With smart, matching expansion band, \$39.95. Shock-resistant, anti-magnetic.





**GLITTERY NEW TREES** full of sparkling decorations are 2½ to 5½ feet tall. From left, golden twig tree is decorated with real birds' nests that have been gilded, filled with glass balls, stuffed robins.

White gypsophila tree in golden urn is adorned with flowers and ornaments. Tree for teenagers is covered with mock butterflies and velvet bows. In foreground is tree made entirely of pure glass bubbles

and real starfish painted silver. In back is tree made of desert primrose branches and studded with birds, bees and bugs with glittering wings. Espalier holly tree is covered with glass balls. From frosted-branch



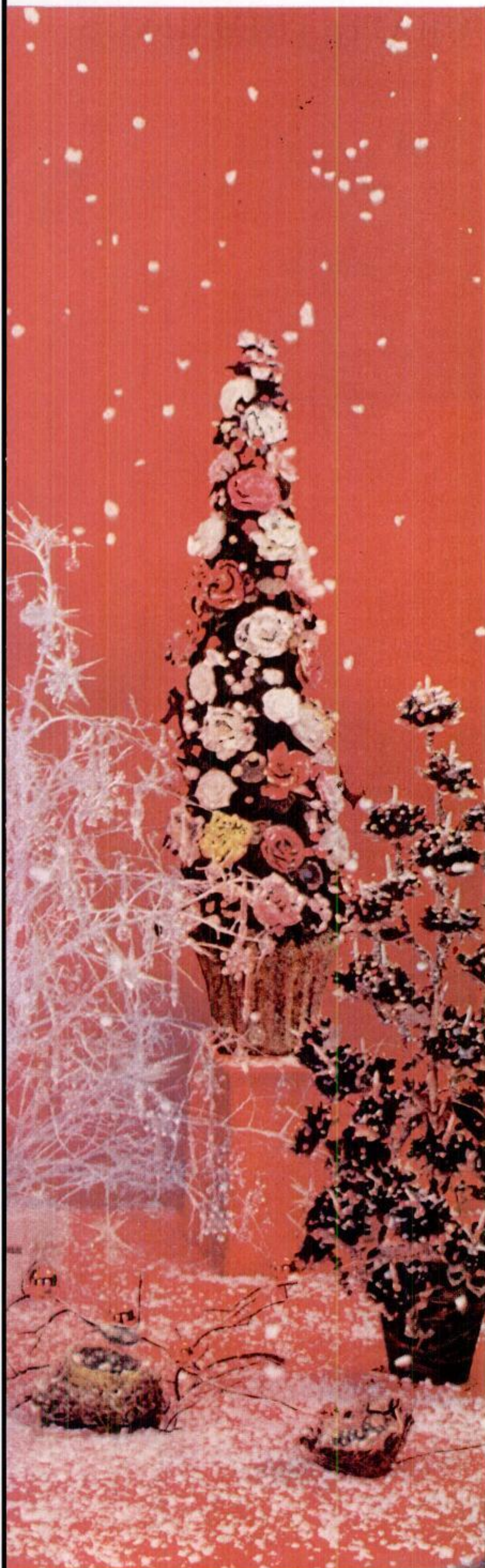
# SPECIAL SPANGLES

## Christmas brings some bright ideas for trimmings

The enduring charm of the traditional Christmas tree lies in its hodgepodge of colors and raffish assortment of stuffed Santa Clauses, sad-eyed reindeer, angels and glass baubles. Now another kind of charm appears in a dazzling new crop of Christmas trees which have a decorative plan and a coordinated color scheme. Like the one at the left, designed by Patricia Roberts, they can be purchased in full panoply, complete to the last carefully chosen sequin. Or their devices—such as the spangled roses,

gilded leaves—can be copied and even used on old-fashioned Christmas trees.

Refurbishing old ornaments or making large decorations is not hard to do at home. Plain glass balls can be brushed with glue, sprinkled with sequins or confetti. Hemp rope can be dyed any color, brushed with glue and sprinkled with snow or sequins to make festoons. Fairly inexpensive versions of elaborate Christmas trimmings which can be home made are shown below. To learn how to do them turn the page.



tree dangle crystal and tinsel ornaments. Roses made of wax, paper, velvet bloom on princess pine tree. At right is tree full of nosegays to give to Christmas guests. Trees cost from \$35 to \$89.50, at Lord and Taylor, New York.



**DECORATIONS TO MAKE:** wreath over fireplace of gilded magnolia leaves, pine cones; on mantel, long-needled pine, magnolia branches and pine cones; bucket with sugar pine cones; garland on

wall, princess pine entwined by gilded hemp and glass balls; wreath of pine festooned with ivy, long-needled pine clusters; plastic globes studded with gold stars. Candle wears beads, is banked with holly.



# When OVER-EATING brings on UPSET STOMACH



## FOR QUICK RELIEF GET PHILLIPS' TABLETS

Any time you overeat, remember this—you never know when it's going to cause upset stomach, gas, heartburn or any other symptom of acid indigestion. So be wise—carry a pocket-size tin of Phillips' Tablets with you wherever you go. That way, you're *always* ready for fast relief—no matter when or where acid indigestion comes along. As pleasant to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach sweeteners known—and bring almost instant relief from acid indigestion. 30 tablets—28¢.

# PHILLIPS'

## MILK OF MAGNESIA TABLETS

### SPECIAL SPANGLES CONTINUED

## HOW TO MAKE ELABORATE TRIMMINGS

Instructions for making most of the decorations shown on pages 114, 115 and some of the Christmas tree spangles shown on the trees are given below.

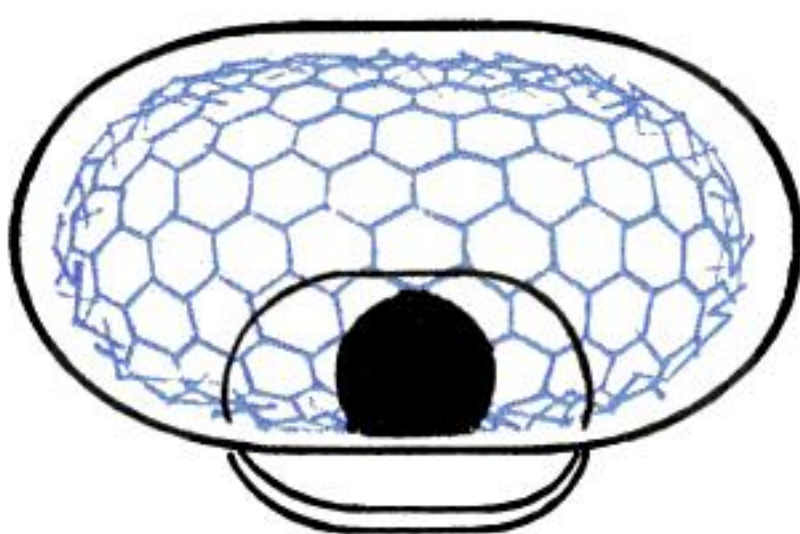
### CHAPLET WREATH



From florist buy wire wreath frame and magnolia leaves. Gild leaves. Shape tip of the frame into a point, leaving base round. Bind leaves individually on frame with fine wire. Use small leaves at top of frame, larger at base. Gild pine cones. Wind piece of fine wire through cone above bottom layer of scales (as in diagram left). Bring wire ends down. Join them together at bottom of cone. Attach cones to wreath with wire handle.

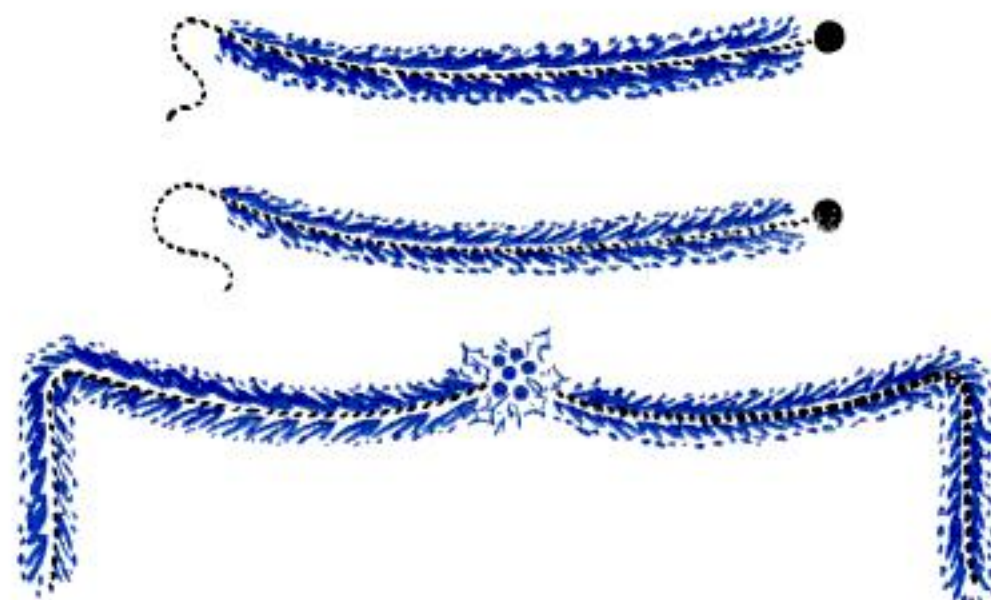
### MANTEL DECORATION

To make elaborate Christmas greenery arrangement such as that shown on mantel on page 115, place needle flower holder on bottom of any relatively low pot. Cram pot full of fairly heavy crumpled-up chicken wire. Fill pot with water and stick heaviest greens in first to catch in needle holder. Other greens may be stuck into chicken wire and trained downward or upward. Wire will hold them firmly no matter how heavy they are. To make cones in arrangement, paint them with red paint or nail polish. Let dry, then tip them with white paint or gild the edges. Wire them as explained in caption above and attach to greens.



### GARLAND

Loop one end of heavy cord to a doorknob (below). Take any kind of greens and cut into short strips. Bind strips one at a time to the cord with wire; overlap each strip. Make half of the garland. Remove from doorknob. Then make another equal length. Bind the two together in the middle so that the greens go in opposite directions. Then loop garland in traditional shape. To decorate, take three strands of rope, three times the length of the garland, and braid them. Tie braid about three inches from the end and ravel to make the tasseled ends. Paint with gold paint and bind on garland. Attach small wire-stemmed Christmas balls to the garland singly or in clusters.



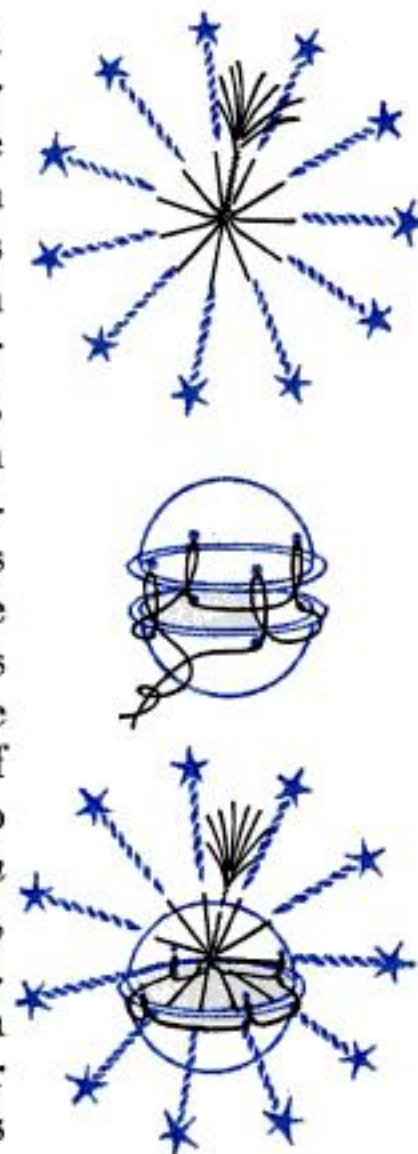
### CIRCULAR WREATH

Bind evergreens on wire wreath frame with picture-frame wire. If planning very heavy wreath, buy a

moss frame. Attach clusters of wire-stemmed red balls to wreath. Add clusters of long-needled pine which have been bound with heavy wire and lightly brushed with gold paint. Shellac ivy leaves on both sides with clear lacquer and allow to dry. Paint leaf veins with gold paint. Attach to wreath.

### PLASTIC GLOBES

Cut stars from emery paper. Brush with glue and cover with glitter. Attach picture wire to each star to form the stems. Cover these stems with green floratape. Attach wire stems of stars together to make circle (top diagram, right). Buy plastic globes in halves at five and ten or hardware stores. Each half has four holes. Thread fine wire through holes to join halves (middle diagram). Paint the seam gold. Attach circle of stars to end of wire used to join globes together (bottom diagram). Viewed from front, this joining does not show. Globes can be strung up on wire and hung from ceiling or joined to wall by suction cups bought from hardware store.



### GLITTER ROSES

Get an assortment of paper or cotton roses, or other flowers. Place a mixture of sequins and glitter in a brown paper bag. Take the flowers one by one and brush lightly with glue or paper cement. Drop the flower into the bag while the glue is still gluey and shake. Remove flower and allow to dry for two hours. Add glitter in the same way to butterflies and birds bought from five and ten.

### BIRDS' NESTS

The birds' nests in tree on page 114 are real, but nests can be made of hemp rope. If wound properly they look quite real. Twine rope in tight circles as in diagram and stitch each circle to the next one, using a heavy carpet needle and heavy thread. Keep winding rope and pulling up sides until the nest is the desired size. Spray or brush with gold paint. Stuff with green beads on wire, little cotton birds.



### BEADS ON WIRE

Colored beads for nests, garlands, Christmas trees and wreaths may be given mobility and special charm by twining their wire ends over a pencil (diagram at right). Simply twist wire on which beads are attached over the tip of an ordinary pencil which makes a coil-like base so that beads jiggle when attached to tree or other greenery. To make an arrangement with small beads, buy strings at the five and ten. Unstring and thread them on wire. Then wind stems around pencil.





*the More the Merrier*

FRAGRANT  
GIFTS

BY

COTY



**IMPERIAL CARRUS**...gay steeds pull chariot of "Air Spun" Face Powder, carry L'Origan\* Perfume Purser. **350**



**BEAUTY BARQUE**... cargo of Emeraude\* Perfume against Venetian back-drop. **350**  
(Royal Barques with both Emeraude and L'Aimant, **6.50**)



**DRUMMER BOY**... "Twistick" Solid Cologne and fabulous "drum" of Dusting Powder in Emeraude\*. **300**



**DAILY DOUBLE**... give her the longed-for fragrance of L'Aimant\* in Talc and "Twistick" Solid Cologne. **250**



**DEBBIE**... the fragrance of Muguet des Bois, in Toilet Water and Talc. **250**



**BEARERS OF BEAUTY**... welcome trio of L'Origan\* De Luxe Toilet Water, Perfume Purser, Sub-Deb Indelible Type Lipstick. **600**



**ENCORE**... L'Aimant\* Toilet Water, "Air Spun" Face Powder and Rouge, with Sub-Deb Indelible Type Lipstick. **600**



**REFRESHER**... the fragrance of Muguet des Bois in Toilet Water with atomizer and velvety Dusting Powder. **350**



**DOUBLE BEAUTY**... "Twistick" Solid Cologne and "Air Spun" Face Powder—both in "Paris"\* fragrance. **275**



**PURSET**... Creamy Skin Perfume and Cream Powder Compact in ever-popular L'Origan\*. **225**



**BOUDOIR**... Emeraude\* ensemble of "Air Spun" Face Powder, Creamy Skin Perfume, Toilet Water with Indelible Type Lipstick. **500**



# Give RCA Victor—"The Gift



SOMEONE you love is *sure* to love a Christmas gift from these pages. *That's why it's such a pleasure* to go Christmas shopping at your RCA Victor dealer's. Never before has he been able to show you such a wonderful collection of perfect gifts . . . *at the lowest prices in RCA Victor history*. And remember, any RCA Victor you see in his store—\$19.95 radio or \$500 TV set—is a gift you can be proud to give. You know it's the finest. And so does everybody else!

**Planning to delight your whole family** with new big-screen TV? Fine idea—but don't decide on any set until you've taken a good look at the television more people buy than any other. See RCA Victor's new "All-Clear" Picture—with 212% improvement in picture contrast. See the new-design tuning dial—59% more readable. See compact new table models as low as \$149.95. See cabinets that set the pace in TV styling.

**Looking for something new and different** in a phonograph or radio? Your RCA Victor dealer has it. For instance—a new "Slumber-King," the only clock-radio that can "change stations while you sleep." Or how about an instrument music-lovers dream about—a marvelous New

Orthophonic High Fidelity phonograph for as little as \$69.95?

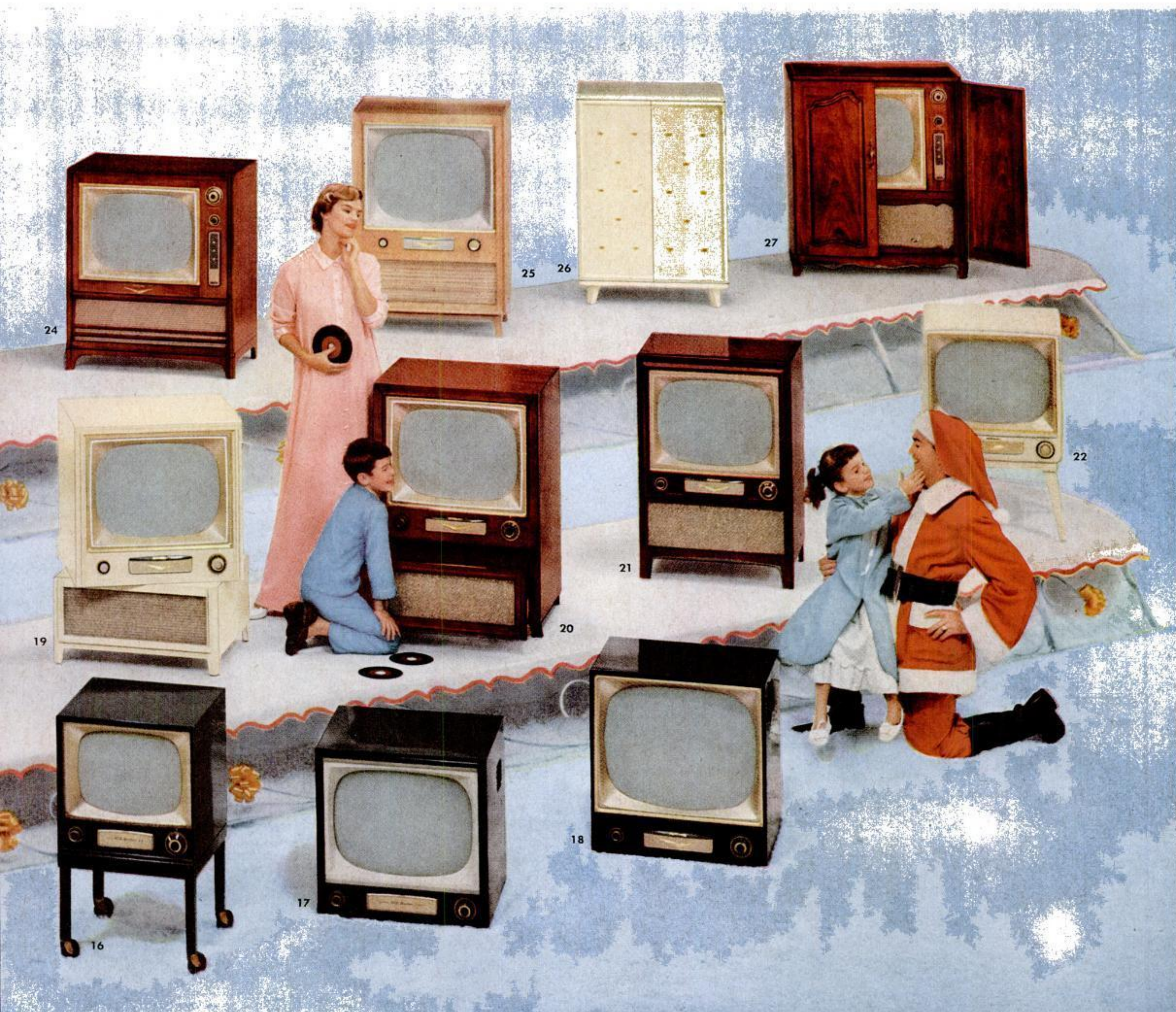
To help you plan your Christmas shopping, we have printed prices and descriptions of each set illustrated. Look them all over. Then head straight for your RCA Victor dealer . . . and a gift that keeps on giving.

## RADIOS AND "VICTROLA" PHONOGRAPHS

1. "Reveille" clock-radio. Model 4C531 Series. Maroon, \$29.95. Red, Ivory, Green, Black; \$32.95.
2. "Slumberette" clock-radio. Model 4C541 Series. Maroon, \$39.95. Black, Ivory, Green, Red, White; \$42.95.
3. "Slumber-King" clock-radio. Model 5C591. Black and Beige, Black and Gray; \$59.95.
4. "Prompter" clock-radio. Model 4C671. Gray and Ivory, Black and Beige; \$49.95.
5. "Creighton" AM table radio. Model 4X551 Series. Maroon, \$29.95. Red, Ivory, Green, Black; \$32.95.
6. "Quincy" AM table radio. Model 3X521. Brown, \$19.95.
7. "Driscoll" AM table radio. Model 4X641 Series. In 6 two-tone color combinations; \$39.95.
8. 3-way "Personal" portable. AC, DC, or batteries. Model 5B41. Gray, \$49.95 (less batteries).
9. Super "Personal" portable. Model 2B400 Series. In 6 colors; \$29.95 (less batteries).
10. "Greenwich" AM table radio. Model 5X560 Series. In Black, Red, Ivory; \$39.95.



# That Keeps on Giving"



11. "Yachtsman" 3-way portable. AC, DC, or batteries. Model 3BX51. In Brown or Green; \$34.95 (less batteries).  
 12. "Forbes" AM-FM table radio. Model 2XF91. Maroon, \$59.95.  
 13. Portable "Victrola" 3-speed phonograph. Model 5EM23 Series. Finished in brown and limed oak, green and limed oak, maroon and brown; \$29.95.  
 14. New Orthophonic High Fidelity "Victrola" Phonograph Console. 3 speakers. 3-speed changer. Model 3HES5C. Mahogany finish, \$159.95. Limed oak finish, \$169.95.  
 15. New Orthophonic High Fidelity "Victrola" 45 Phonograph. Model 45HY4. In maroon, \$69.95.

## TELEVISION

16. 17-inch Trent. Model 17S450. Matching "Roll-Around" stand, extra. Ebony finish, \$149.95.  
 17. 21-inch "Medalist 21". Model 21S501. Ebony finish, \$199.95.  
 18. 24-inch Baylor. Model 24S512. Ebony finish, \$299.95.  
 19. 21-inch Carrol. Swivel-base. 3 speakers. Model 21S526. Finished in grained mahogany, \$359.50. Grained limed oak finish, \$369.50.  
 20. 21-inch Gaynor. TV-AM radio-3-speed "Victrola" phonograph combination. Model 21S548. Mahogany finish, \$399.50. Blond tropical hardwood, \$409.50.  
 21. 21-inch Trafton. Model 21S518. Finished in grained mahogany, \$279.95. Grained limed oak finish, \$289.95.  
 22. 21-inch Console, with legs. Model 21S517. Grained limed oak finish, \$249.95.  
 23. 21-inch Benson. Model 21S522. Blond tropical hardwood, walnut trim, \$339.50.

24. 21-inch Pickford. "Low-boy". 2 speakers. Model 21S523. Mahogany finish, \$349.50. Blond tropical hardwood, \$359.50.  
 25. 24-inch Martel. Model 24S532. In natural birch, \$395.00.  
 26. 24-inch Freemont Deluxe. 2 speakers. Model 24D543. In natural walnut or blond tropical hardwood; \$500.00.  
 27. 24-inch Prentiss Deluxe. 2 speakers. Model 24D544. In mahogany or natural walnut; \$500.00.

Ask about RCA Factory Service, available in most TV areas—only to RCA Victor TV owners. Suggested list prices subject to change. Slightly higher in far West and South. UHF TV optional at extra cost. "All-Clear" Picture Tube on all TV sets from \$199.95 up.

**RCA VICTOR**  
Tmks® RADIO CORPORATION OF AMERICA



See NBC-TV's great **Color Spectacular**, Monday, December 13. Other Mondays see **Sid Caesar** NBC-TV.



Right you are  
right now in...

# The New '55 Softone Look in Holiday Stripes



ARDSLEY—low-band, non-wilt collar, \$4.50.



Here's an authentic new Arrow fashion idea every man will welcome.

It's the new '55 Softone Look—a completely new approach to color harmony. These ensembles, in soft, muted colors, look like a million with *any* suit, look *particularly* handsome with the new darker suitings.

Subtle Holiday Stripe Shirts, for example, come in a smooth, luxurious broadcloth, in his favorite Arrow Collar styles, \$4.50. All "Sanforized"—labeled—your assurance that they will not shrink out of fit.

The harmonizing Arrow acetate Ties are \$1.50. All-silk Ties, \$2.50. Handkerchiefs are 55¢.

At left, top to bottom:

SUSSEX—soft, spread collar with stays, \$4.50.

KENT—short, spread, non-wilt collar, \$4.50.

RADNOR-E.—soft, round collar, \$4.50.

## ARROW



*Softone Ensembles*

by Cluett, Peabody & Co., Inc.





IN A SKIT REHEARSAL, BOB HOPE MAKES SCRAPS OF CHEVALIER SONG SHEET, THEN ANNOUNCES, "THAT'S ONE LITTLE BREEZE DIDN'T WHISPER LOUISE"

## Old Hands across the Sea

**HOPE GOES ABROAD TO GET CHEVALIER AND LILLIE FOR HIS TV SHOW**

As the already vast U.S. television audience enlarges, the supply of fresh TV talent diminishes. To cope with this condition Bob Hope headed off to Europe recently to collect some new performers for his public—and to appear at a command performance for the queen in London. He found a few new faces and figures but his best

catches were a pair of old familiar hands. In a program filmed abroad, on Dec. 7 (NBC-TV 8 p.m. E.S.T.) Hope will have capering about with him gallant 66-year-old Maurice Chevalier and acidic British comedienne Bea Lillie, who have long been known to the U.S. although for Chevalier this will be an American television debut.



# Waldorf is today's Great Buy



*it's white  
it's softer than ever*

So gentle for baby's tender skin

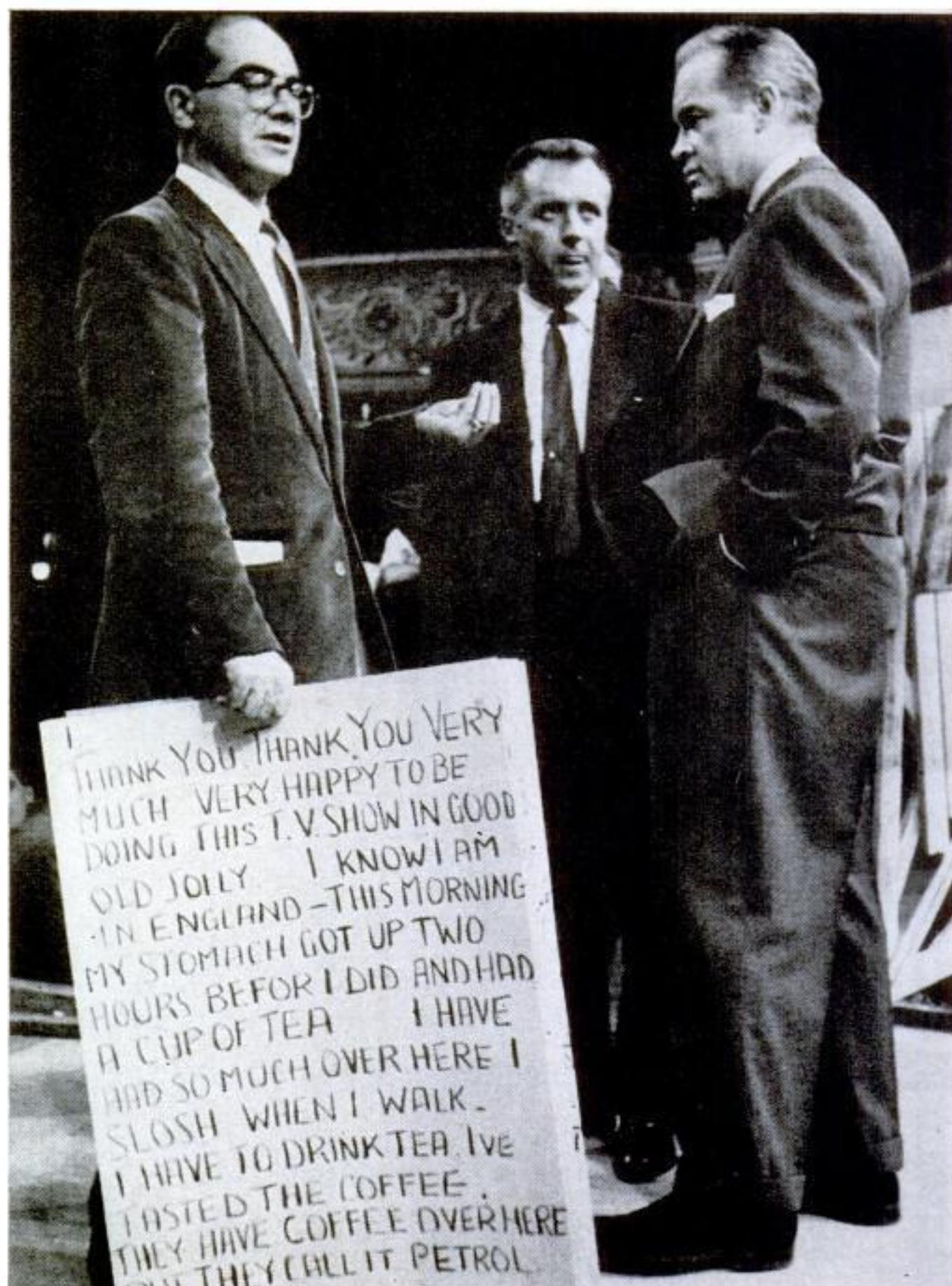
*another Great Scott Value*

"Waldorf" Reg. U. S. Pat. Off.

## OLD HANDS CONTINUED



**KISSING TECHNIQUE** is demonstrated by Chevalier as Hope practices puckering lips. Frenchman, with hands around head of girl playing Hope's wife, said, "It's all in the wrists." Hope reaches to try wrists, but Chevalier, impatient, repeats whole demonstration and gets joyously lost in his work.



**HUGE CUE CARDS** used in U.S. TV were employed by Hope (right) in English studios where program was filmed. This card bears Hope's opening patter.

CONTINUED ON PAGE 125



Pick  
Santa's  
pockets  
for  
everybody's  
favorite  
**ZIPPO®**



Brand new! Gold filled.  
Only \$20, plus tax.

Heavy chrome  
plate,  
engine-turned.  
\$5.75

Choice of colorful  
sports designs. \$8.50

Choice of  
genuine leathers  
and colors. \$6

Other Zippos \$3.50 to \$192.50, Fed. tax inc.

This year, make a reputation for giving unusual gifts! Pick a Zippo that fits the personality of those to whom you give. It's flattering... and it reflects your own good taste! In Zippo's beautiful, colorful variety, you will find a choice of precious metals... rich, real leathers... gleaming

chrome plate and true-color sports designs. Each Zippo is so well made that it will be treasured by any man or woman smoker as a faithful, lifetime companion. Each will always light easily, indoors or out—or we'll fix it free!  
**ZIPPO lights easily... anywhere... always**

ZIPPO MANUFACTURING COMPANY, BRADFORD, PA. In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.



**The Christmas gift that says  
nice things about the  
good taste of the giver**



**SUPERB FULL-STRENGTH COCKTAILS EVERY TIME**

That's why smart hosts and hostesses everywhere not only serve Heublein's Ready-to-Serve Cocktails at their parties these days—but also give them to friends as gifts for all occasions, especially at Christmas.

Expertly mixed of only the finest ingredients,

Heublein's assure you praise-winning cocktails every time, and in just 14 seconds... simply stir with ice and serve.

Remember, only Heublein's (pronounced Hugh Blin's) Cocktails have that distinctive Heublein's full-strength flavor.

**HEUBLEIN'S READY-TO-SERVE COCKTAILS**

NOW 9 KINDS!.....MANHATTAN (65 proof), EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof). G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.



## BEA AS A BACKSTAGE BUM



**EATING A ROSE**, Bea Lillie rehearses television skit in which, as a theater bum, she is invited by a kindly Bob Hope to visit him in his dressing room.



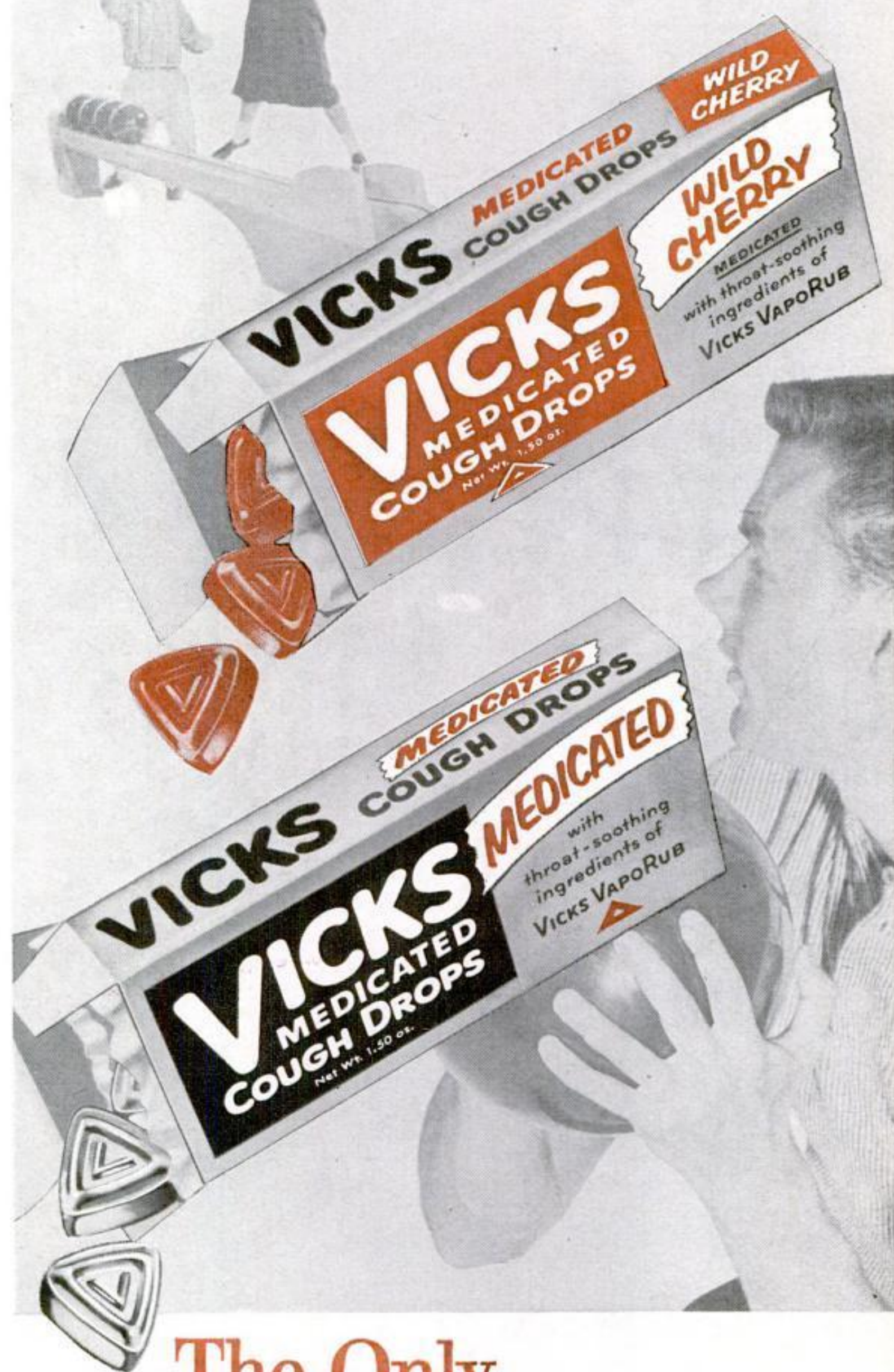
**SHUFFLING OFF**, Bea is followed by a nonplussed Hope whose kindness she has repaid by stealing his teacups, tablecloth, clock and telephone.

CONTINUED ON NEXT PAGE

WHEREVER YOU ARE...

# You Get More Relief

with every drop



**The Only  
Cough Drops  
Medicated...**with the throat-soothing ingredients

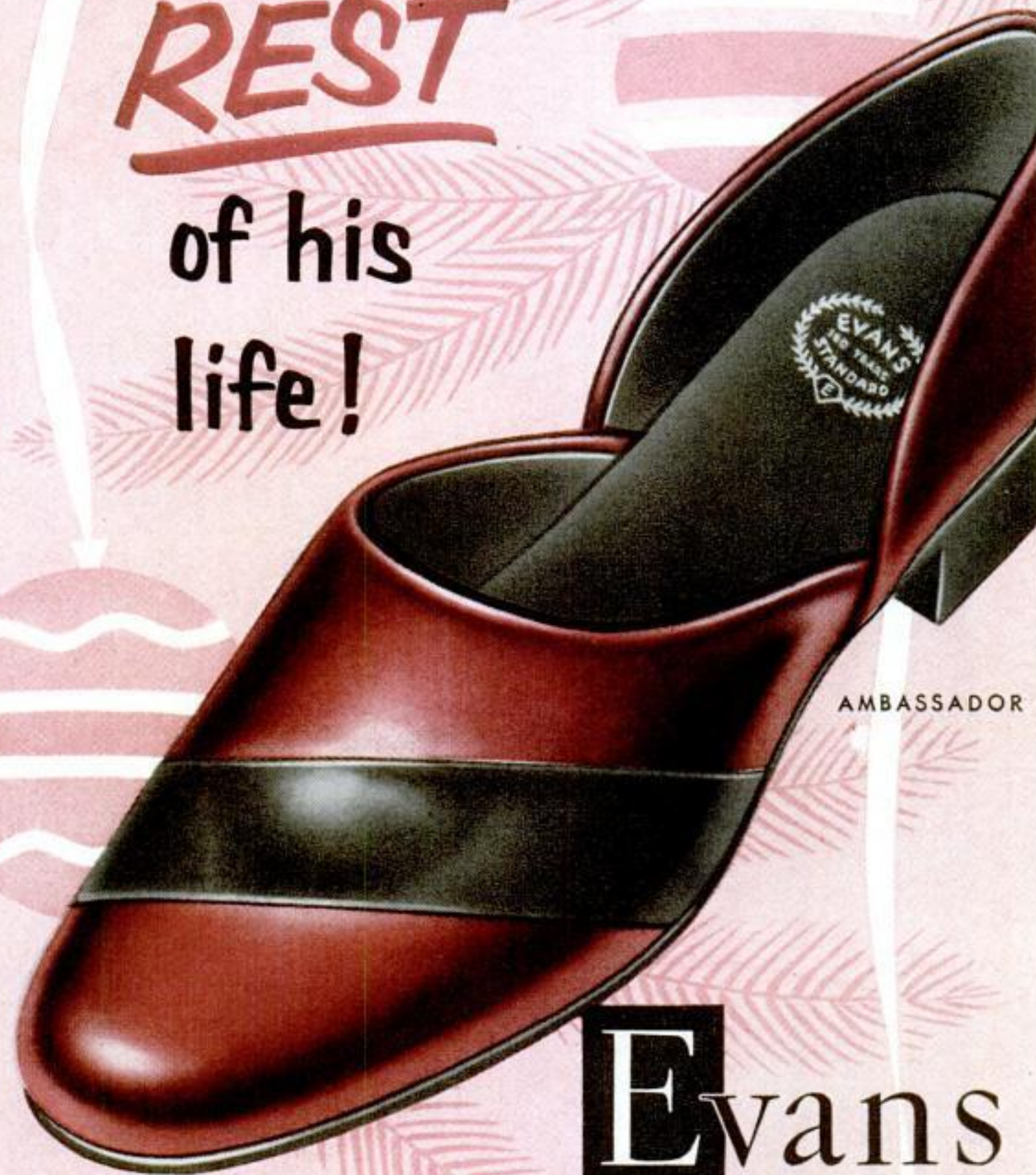
of Vicks VapoRub for relief of coughs due to colds or smoking.

Every drop you take brings added relief.

**Same Effective Medication...Same Wonderful Relief!**



for the  
**REST**  
of his  
life!



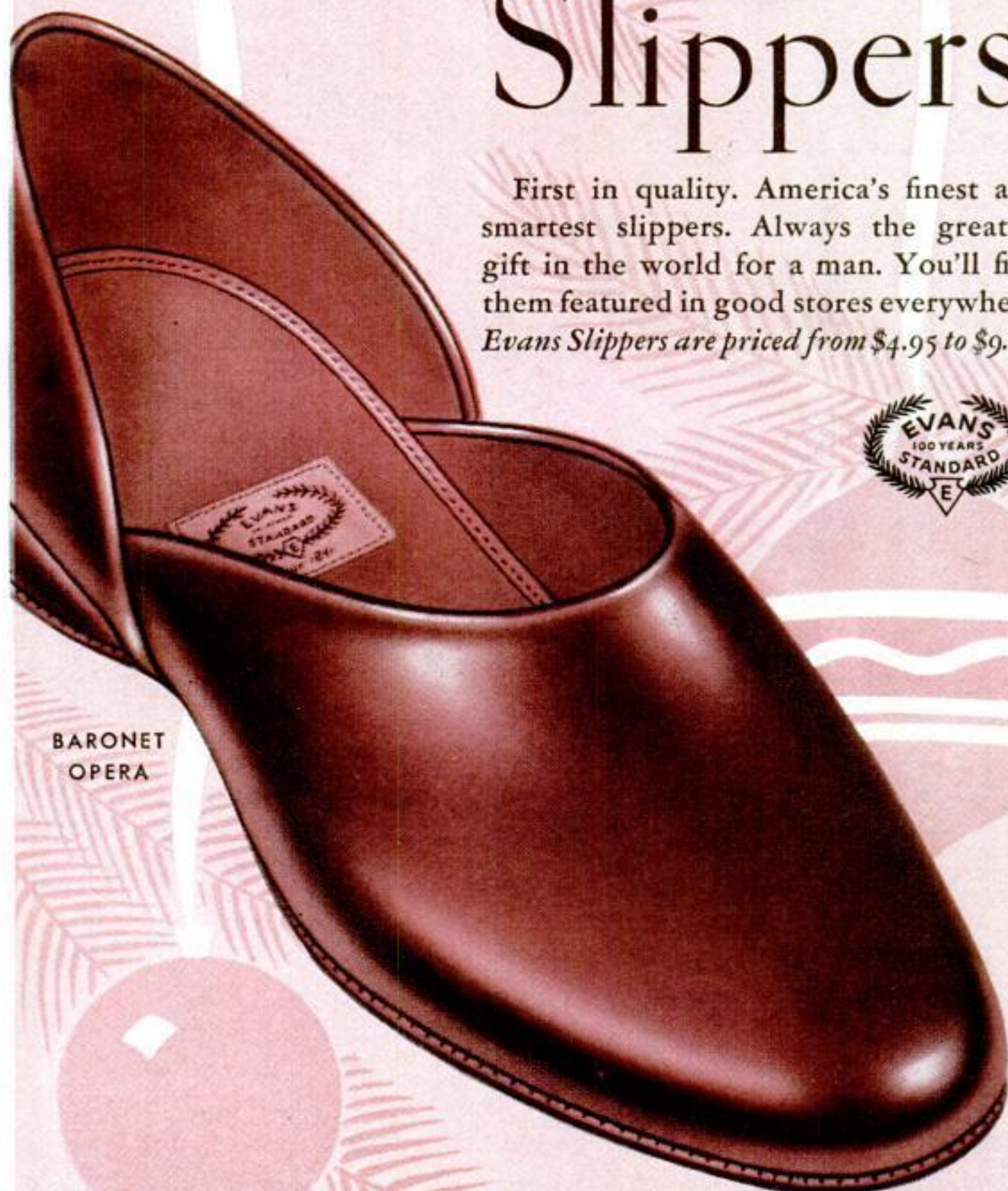
AMBASSADOR

# Evans

HAND TURNED

## Slippers

First in quality. America's finest and smartest slippers. Always the greatest gift in the world for a man. You'll find them featured in good stores everywhere. *Evans Slippers are priced from \$4.95 to \$9.95.*



BARONET  
OPERA

© L. B. EVANS' SON COMPANY • Wakefield, Massachusetts

For 113 years your guide to the best in Men's Slippers  
IN CANADA—NARWIL SHOE CO., LTD.

## OLD HANDS CONTINUED



**CHEVALIER PRIMPS** in his dressing room, fussily adjusting his clothes before appearance. He may make personal appearances in U.S. next spring.

## A REVIVAL FOR MAURICE

With his straw hat, bulging lip and ditty to *Louise*, Maurice Chevalier was once better known to Americans than any other foreign entertainer. He retreated from the spotlight in the late 1930s, made a brief Broadway comeback in 1947, then hiked back to Paris where he starred in vaudeville, made films and lectured on how to age gracefully. Having been wrongly accused of collaborating with the Nazis during World War II, he was denied a U.S. visa in 1951 for allegedly having Communist sympathies. He was cleared by the State Department last August. Now calmly and rather grandly ensconced in Paris, he found that rehearsing a TV program with frenetic Bob Hope was a bit trying. "Tell me," he asked Hope, "are you always on one leg like this?"



**CHEVALIER RESTS** during early rehearsal in his chateau outside Paris. On mantel are statuettes of actor in stage roles that made him world-famous.



I WONDER WHAT JOE...



IS GETTING ME...

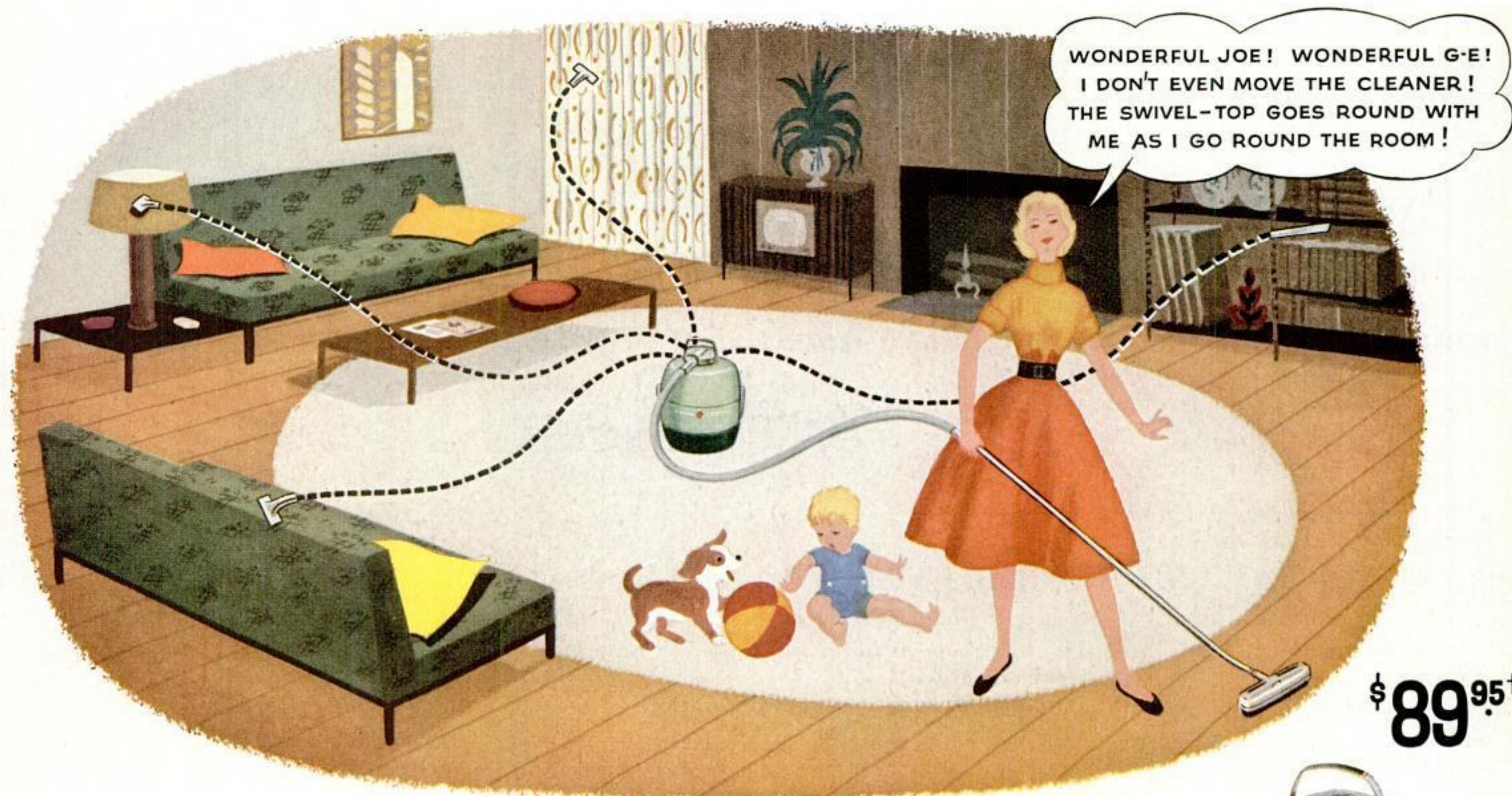


FOR CHRISTMAS!



**A HINT FOR JOE** (and every other thoughtful husband)

**Give her G-E "REACH-EASY" CLEANING!**



**\$89<sup>95</sup>†**

It's the **easiest** cleaning possible—and how she'll love it (more than a million women already do)!

She simply leaves the new G-E Swivel-top Cleaner in the center of the room the whole time she cleans. For the amazing Swivel-top will go round with her as she goes round the room—letting her clean everything . . . everywhere in the room . . . in every room of the house.

So don't make up your mind about a gift for her until you visit your friendly G-E dealer and see this cleaner in action. General Electric Co., Small Appliance Division, Bridgeport 2, Connecticut.

**And look! Sensational 2-in-1 rug attachment makes "Reach-easy" cleaning even easier!**



**IT CLEANS RUGS . . . LIFT, IT TURNS ITSELF OVER . . . AND CLEANS FLOORS!**

No more fuss changing from rug tool to floor tool—this new attachment is *both*! You clean your rugs with a powerful tool that gets up "deep-

below-the-nap" dirt. Then it turns itself over and . . . you clean your floors with a powerful tool that gets up "deep-in-the-cracks" dirt!



†Manufacturer's suggested retail price, model C-2. Price includes caddy and complete set of attachments for non-tiring cleaning.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



# It turns out richer with Bisquick and Diamond Walnuts!

*"No other recipe I've ever tried makes nut bread so easily...flour's all sifted...shortening's all blended in...you mix everything in one bowl and beat it just half a minute...and it's just like old-fashioned nut bread!"*

**Betty Crocker**  
of General Mills



## QUICKEST NUT BREAD EVER!

½ cup sugar  
1 egg  
1¼ cups milk

1½ cups chopped *Diamond Brand Walnuts*  
3 cups Bisquick  
*Diamond Walnut halves for decoration*

Heat oven to 350° (moderate). Grease well a loaf pan, 9x5x2½". Mix sugar, egg, milk, walnuts. Stir in Bisquick. Beat hard for just 30 seconds. Pour into pan. Arrange walnut halves on top of batter. Bake 45 to 50 minutes, until toothpick thrust into center comes out clean. Cool before cutting.

And while it's baking, have a look at all the other easy directions we've printed on the Bisquick box for you. You don't even need a cook book.



2 ways to buy them . . . take your choice

**In-the-shell for economy:** in 1-lb. cellophane bags (large walnuts in red bags, medium size in blue).

**Ready-shelled for instant use:** crisp halves and pieces, in 8- and 4-oz. vacuum cans. So easy to use!



**THIS YEAR GIVE FOOD**

*"A little of your love goes  
with every gift you bake"*

— Betty Crocker









A GLEAMING RED THUNDERBIRD PACES FORD CROWN VICTORIA, MERCURY MONTCLAIR, LINCOLN CAPRI CONVERTIBLE AROUND DEARBORN TESTING TRACK

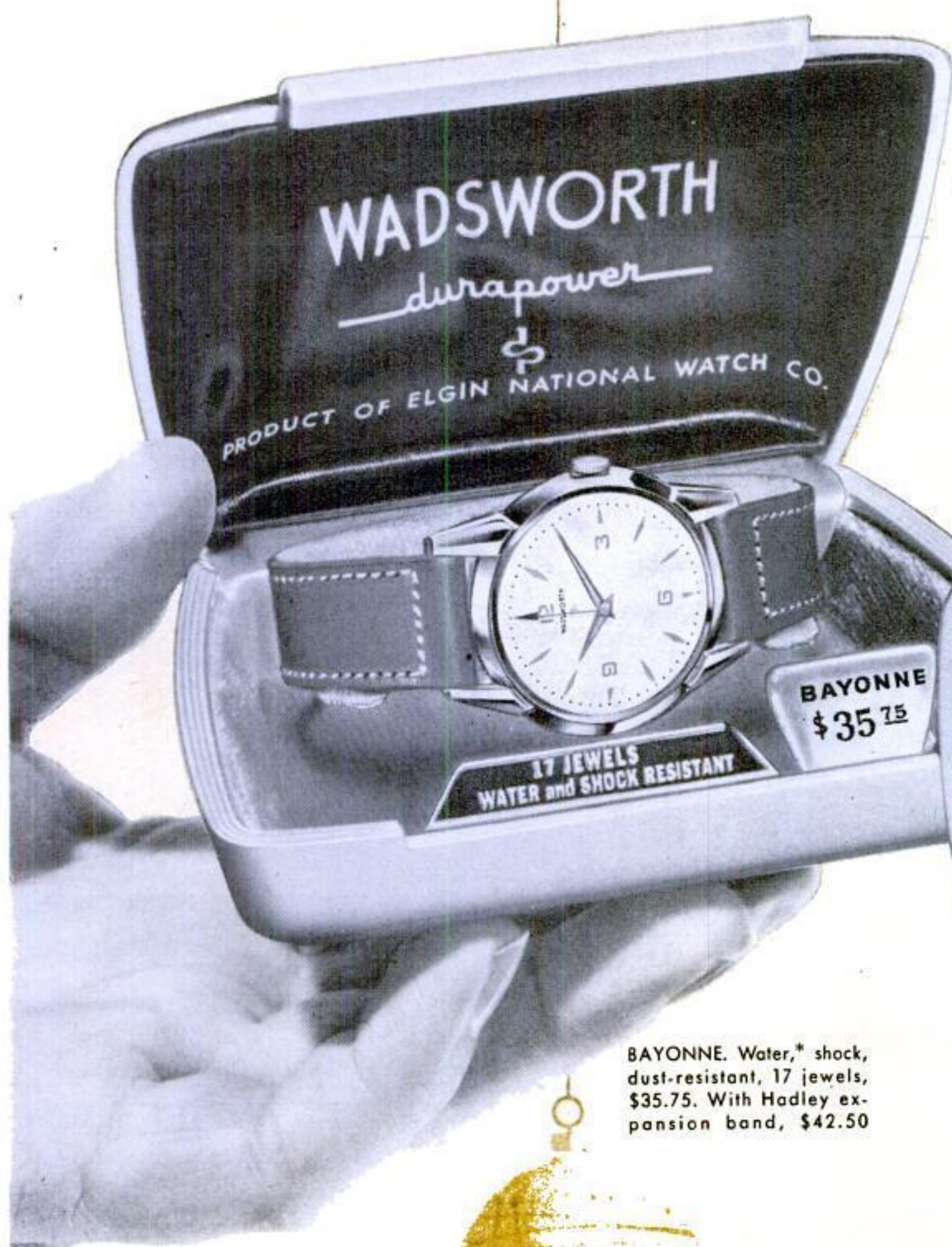
## BRIGHT LINEUP

Ford flock follows Thunderbird

The Ford Motor Company's 1955 line follows the lead of its new eye-catcher, the Thunderbird, with a low (4 ft., 4 in. high) body and high-powered (198 hp) engine. Resembling a sports car, the Thunderbird comes as a convertible with a removable top. The whole Ford line is as colorful as a nestful of tropical birds.

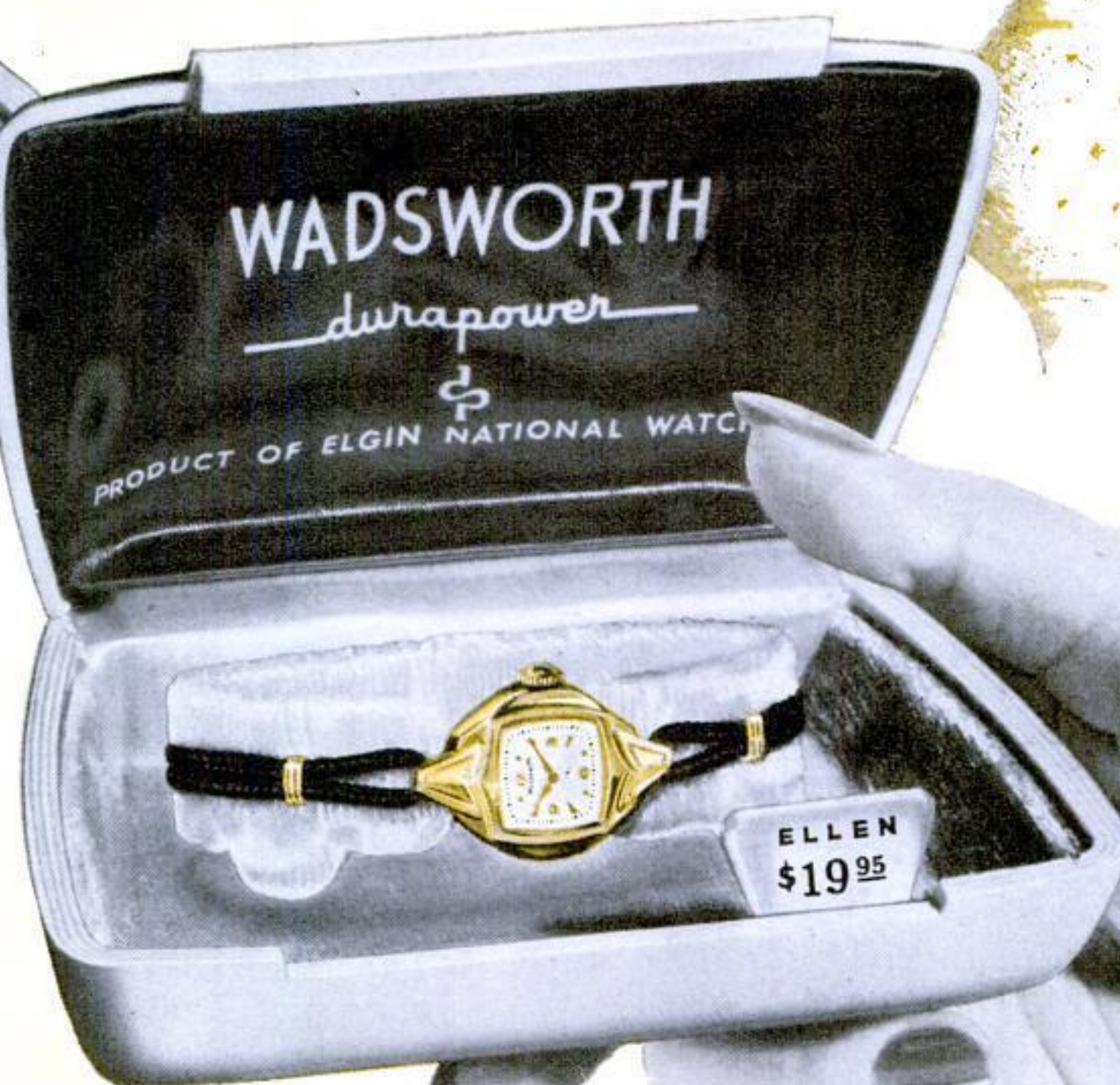
The Ford itself has power pushed up to 182 hp in the Crown Victoria model, which has a startling belt of chrome across the roof. The Mercury, bigger and heavier all around, has added a more powerful series. The Lincoln can be fitted with a device which lubricates the whole car simply by pushing a button on the dashboard.





BAYONNE. Water,\* shock, dust-resistant, 17 jewels, \$35.75. With Hadley expansion band, \$42.50

*You can be a terrific Santa  
for as little as \$19.95!*



ELLEN. Charmingly petite, jeweled movement, \$19.95. Or with Hadley expansion bracelet, \$24.95



MARCELLA. Tiny, sculptured. 17-jewel movement, \$24.95. With Hadley expansion bracelet, \$29.75

JAYSON. Water,\* shock, and dust-resistant, jeweled movement. Expansion band, \$29.75; or strap, \$24.95



STONLEIGH. Water,\* shock-resistant, jeweled movement, Hadley expansion band, \$27.50; strap, \$22.50

CARMEL. Dainty and feminine, 17-jewel movement, Hadley expansion bracelet, \$33.75. With cord, \$27.50

**Y**OU CAN MAKE someone very happy this Christmas with a Wadsworth Watch—yet spend very little!

Wadsworth Watch prices start at just \$19.95.

For this modest sum you can give an expensive-looking watch that's a product of *Elgin*, and has the DuraPower Mainspring—*guaranteed unbreakable!*

Be sure to see *all* the exciting Wadsworth styles, now on display at your jeweler's.

# WADSWORTH

A GOOD WATCH AT A BETTER PRICE

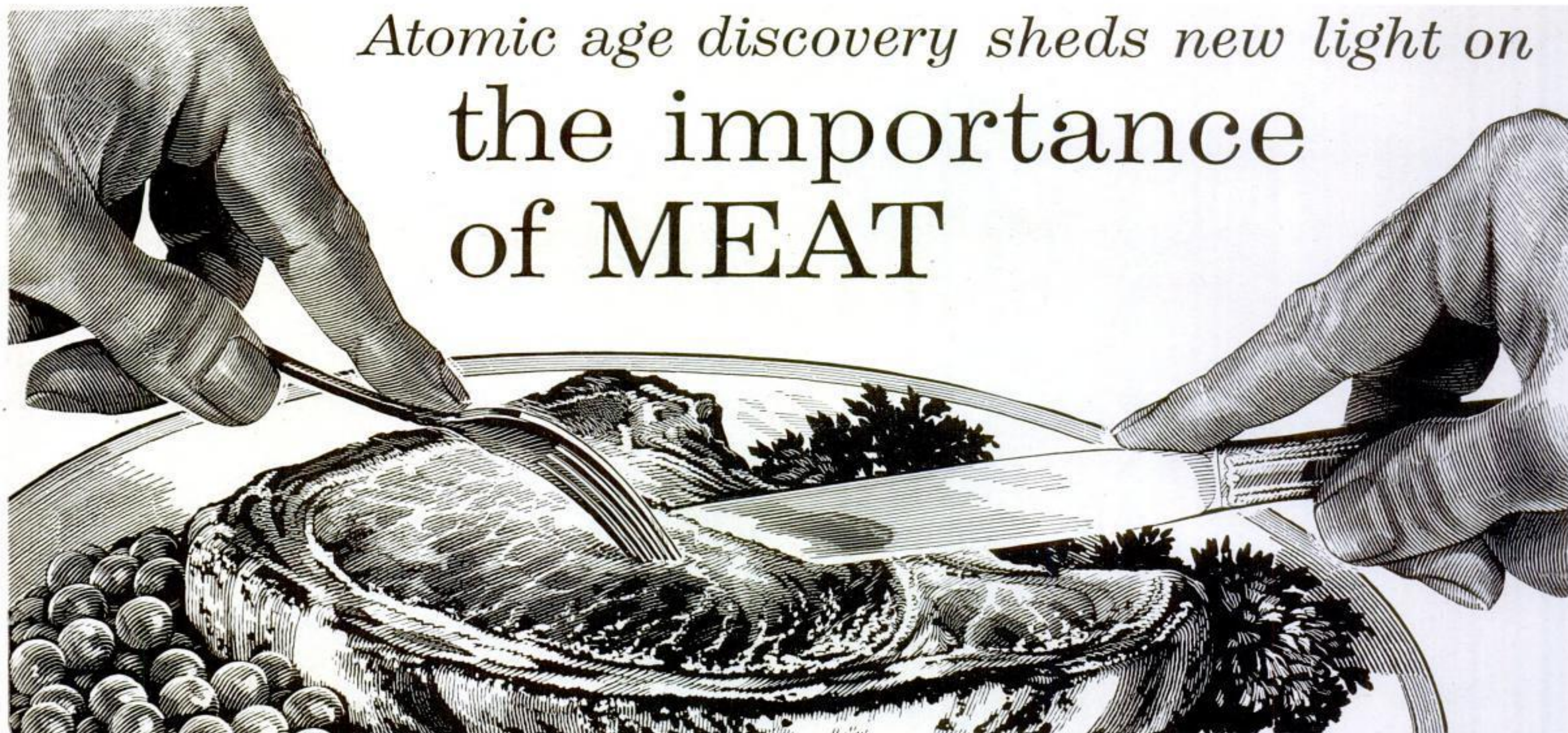


TOP TV DRAMA ON THE ELGIN HOUR  
SEE YOUR NEWSPAPER FOR TIME AND CHANNEL

\*Water-resistant provided original seal is properly restored after opening for servicing. All prices include Federal Tax and are subject to change without notice.



# Atomic age discovery sheds new light on the importance of MEAT



*Radioactive tracers show body renews its cells annually, demonstrating constant need for protein.*



All nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

When you were in school, you learned that the human body replaced itself every seven years.

Now, atomic scientists in Oak Ridge have proved that all but 2% of our bodily cells are replaced every *single* year!

Protein plays the most important part in this renewal process. And meat, as you know, is an outstanding source of complete, high-quality protein.

## Proteins needed every day

Proteins have long been known as the "building blocks" of the body—the essential basic part of all living cells. The new studies confirm this, but with one important change in the old "building" concept.

As one nutritional authority explains it, the proteins of the body cell are not fixed parts of a permanent structure like the bricks, boards and plaster of a house, but are dynamic substances in a *constant state of change*.



Since your body does not store protein as it does fat or carbohydrate, an adequate amount of good-quality protein should be included every day, actually in every meal.

And, nutritionists agree, there's no better, or better-tasting way to get it than from meat. Because it has so much protein—the complete, high-quality kind of protein that the body can best use—meat makes an enormous contribution to the health and well-being of every member of the family.

AMERICAN MEAT INSTITUTE  
Headquarters, Chicago • Members throughout the U. S.

MEAT as a Source of Protein, B Vitamins and Iron					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B <sub>1</sub> )	RIBOFLAVIN (B <sub>2</sub> )	NIACIN	
PORK	Excellent	Excellent	Fair	Excellent	Excellent
BEEF	Excellent	Fair	Excellent	Excellent	Excellent
LAMB	Excellent	Fair	Good	Excellent	Excellent
VEAL	Excellent	Good	Good	Excellent	Excellent
VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
SAUSAGE (FRANKFURTERS, HOTLINGS)	Excellent	Good	Good	Good	Excellent

*Trust your instinct...  
you're right in liking meat  
...a yardstick of protein foods*

## MEAT SITUATION

December, 1954

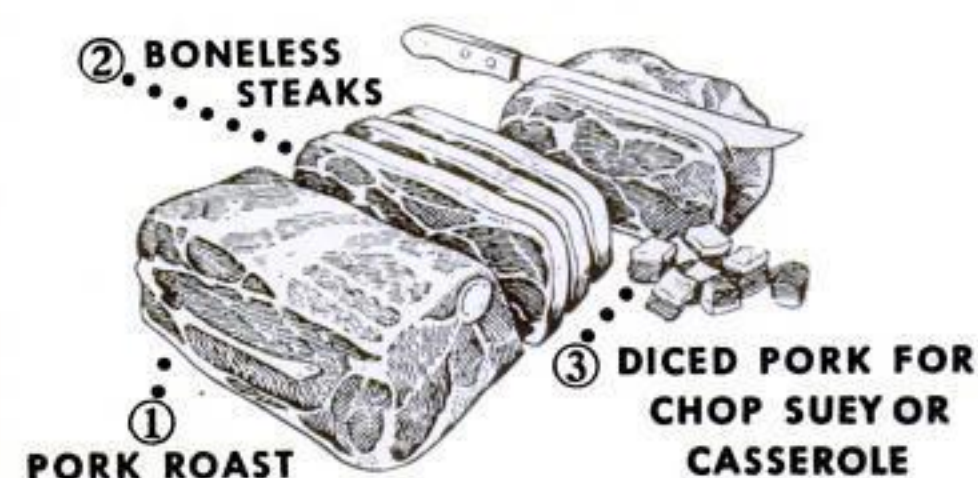
Americans are winding up 1954 having enjoyed a near-record amount of meat—about 155 pounds per person on the average.

During the weeks ahead, meat will continue to be an excellent food buy. Abundant supplies of both beef and pork mean wide selection. Values should be about the same as in recent weeks.

December pork supply is five to ten percent larger than last year. This is one of the months when most hogs come to market and pork prices generally are lowest.

Good picks in pork include many of your family's favorites: spareribs, shoulder roasts, chops, rib-end loin roasts and that good pork sausage. Now's the time to serve pork with apples, sweet potatoes, cranberries and other good in-season fruits and vegetables whose flavors team up so well with pork.

You can often take advantage of the lower cents-per-pound prices on larger cuts by planning two or three fresh-cooked meals from one purchase. For example, here's how a Boston butt shoulder roast may be divided to make three fresh-cooked meals —







IN A VERONA COURTYARD GRIEF-STRICKEN MEMBERS OF CAPULET HOUSEHOLD MOURN HOT-TEMPERED TYBALT WHOM ROMEO HAS JUST SLAIN IN A BRAWL

## Tragedy in Verona

**'ROMEO AND JULIET' GETS SHOWY TREATMENT IN ITALIAN SETTING**

At the Venice Film Festival this year the grand prize was won by a new film version of *Romeo and Juliet*, made in Italy by an Italian director with English principals. But when the film was shown in England, British critics panned it unmercifully for its ruthless cutting of Shakespeare's immortal lines. They took notable—and understandable—offense at the omission of Mercutio's famed "Queen Mab" speech. But the new *Romeo*, which was backed

by J. Arthur Rank and is soon to be released in the U.S., has its own virtues. In cutting the text, Director Renato Castellani briskly retailed Shakespeare's plot. In setting his film against ancient Verona and Venice he brought the 350-year-old tragedy to life with the beauty and gusto of a great Renaissance painting. And though he may have abridged Shakespeare the poet, Castellani more than made up for it by glorifying Shakespeare the eternal showman.

CONTINUED ON NEXT PAGE



*Tragedy in Verona* CONTINUED



← **ROMEO MEETS JULIET**—leads are played by Susan Shentall and Laurence Harvey—at ball given by Capulets. Scene was filmed in Venice.

**JULIET SEEKS HELP** from Friar Laurence. This is authentic setting of a monastery on the island of San Francesca del Deserto near Venice.

FEUD ENDS AS MONTAGUE AND CAPULET EMBRACE IN GRIEF OVER DEAD LOVERS. THEY LIE HERE IN A COLONNADE OF VERONA'S SAN ZENO MAGGIORE CHURCH





# New Parker Jotter Family

**Four** new Parker ball points . . . all new **this** Christmas! Each offers Parker's exclusive new ball writing features: Choice of **four** point sizes (extra fine, fine, medium and broad) . . . **Five** times longer writing than ordinary ball pens (393,000 words in each Jotter ink cartridge) . . . and lasting **Parker quality** from ball to button.



## JOTTER

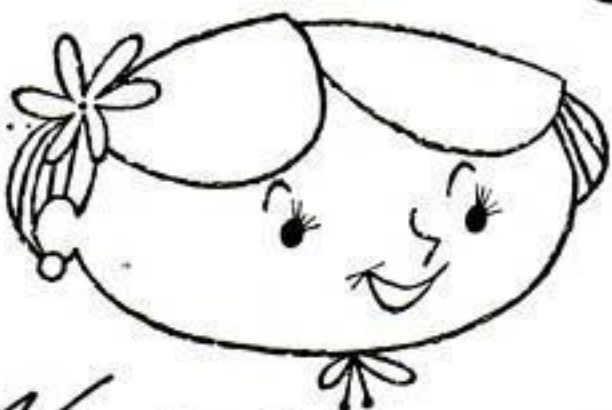
Durable nylon barrel is *grooved* for firm grip. Jewelry finished metal cap won't spot, tarnish or rust. A wonderful gift for children (tuck one in *Santa's* stocking, too). Beautiful red, green, gray or black colors—choice of 4 point sizes. **\$295**



## JOTTER Custom

Luxurious new Jotter Custom model has a rich, satiny all-Lustraloy finish. Won't tarnish or lose its luster. Its gleaming jewel-like finish makes it a truly unique gift . . . even for people who already have ball point pens. Choice of 4 point sizes.

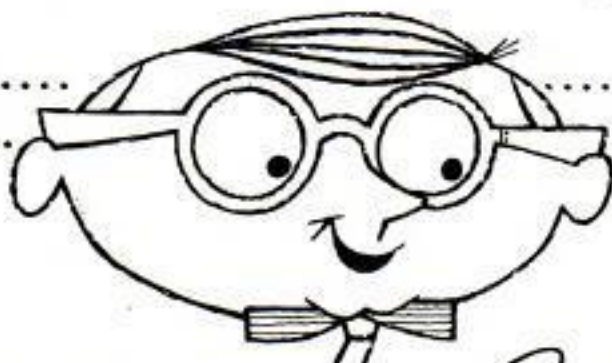
**\$395**



## New "51" JOTTER

Parker's newest! It looks, feels and writes like the famed Parker "51" Pen itself. No buttons to push . . . point is retracted merely by pressing Lustraloy cap. Highly polished barrel in 4 beautiful colors. Choice of 4 point sizes.

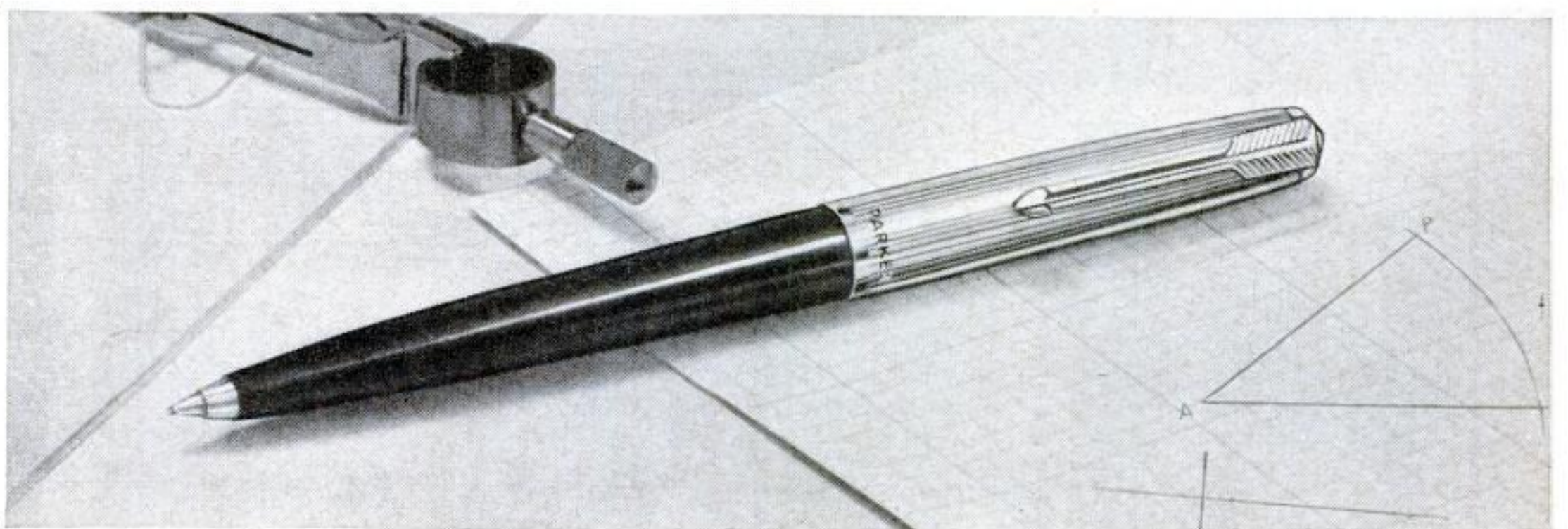
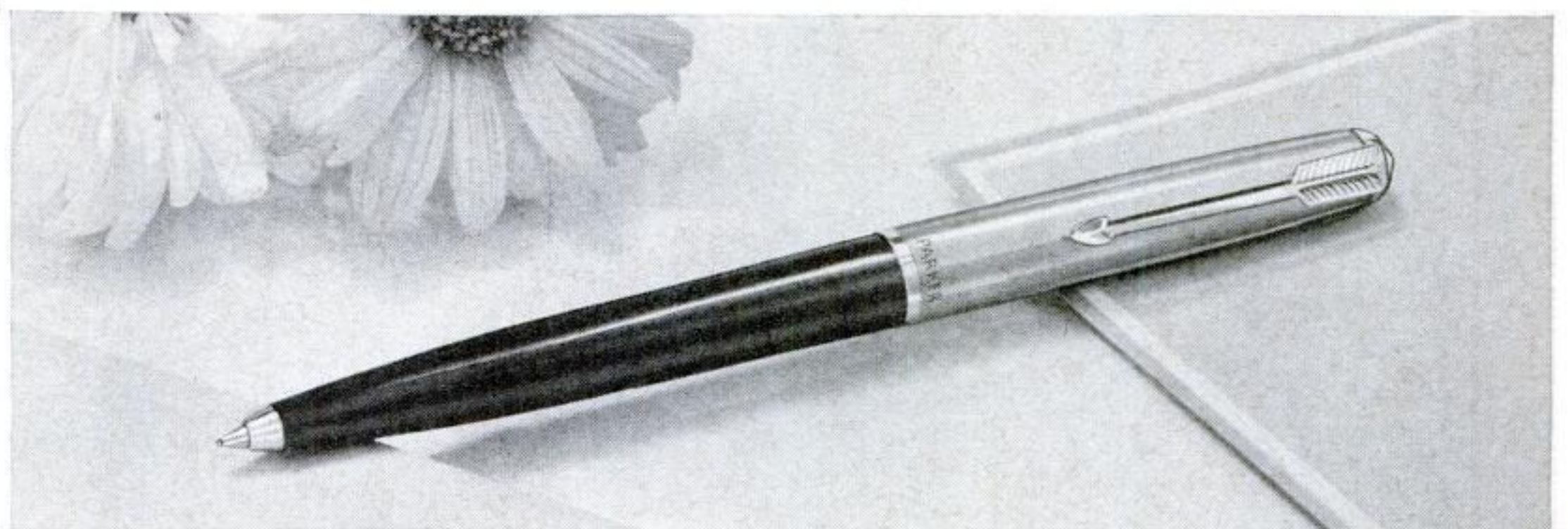
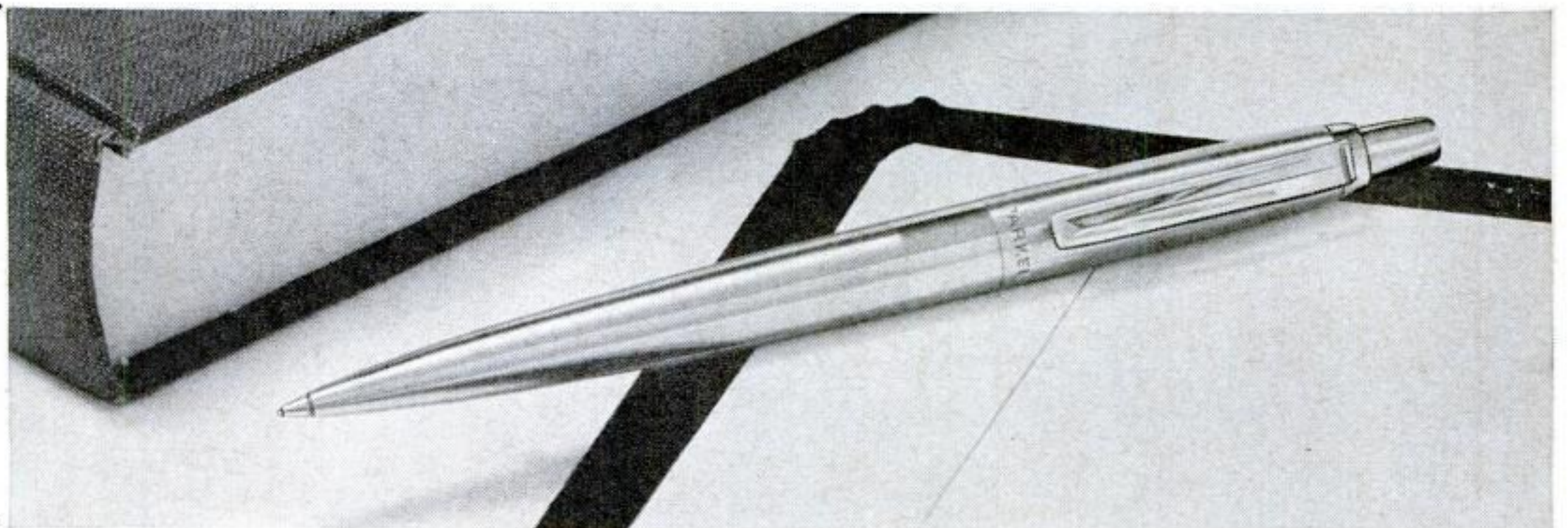
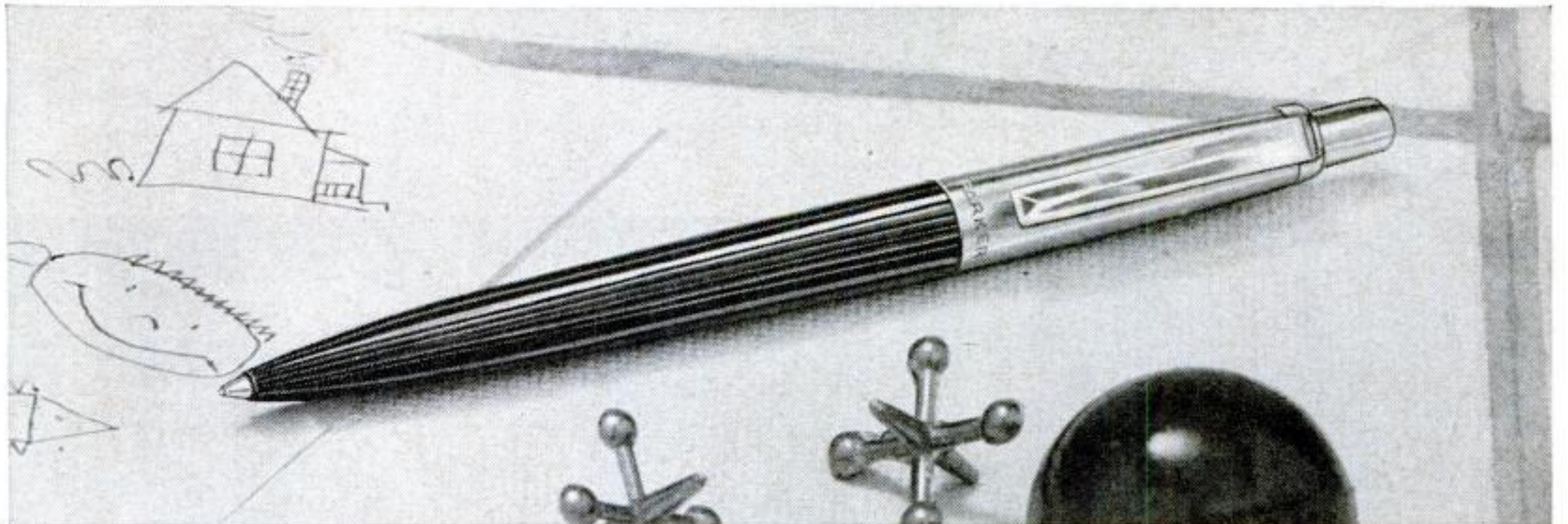
**\$500**



## "51" JOTTER Custom

The ball point with a touch of gold! The "51" Jotter Custom has a 12K gold-filled cap. Both of these "51" Jotters are magnificent gifts for those who deserve the *finest* . . . Mother, Dad, close friends, business associates. Choice of 4 point sizes.

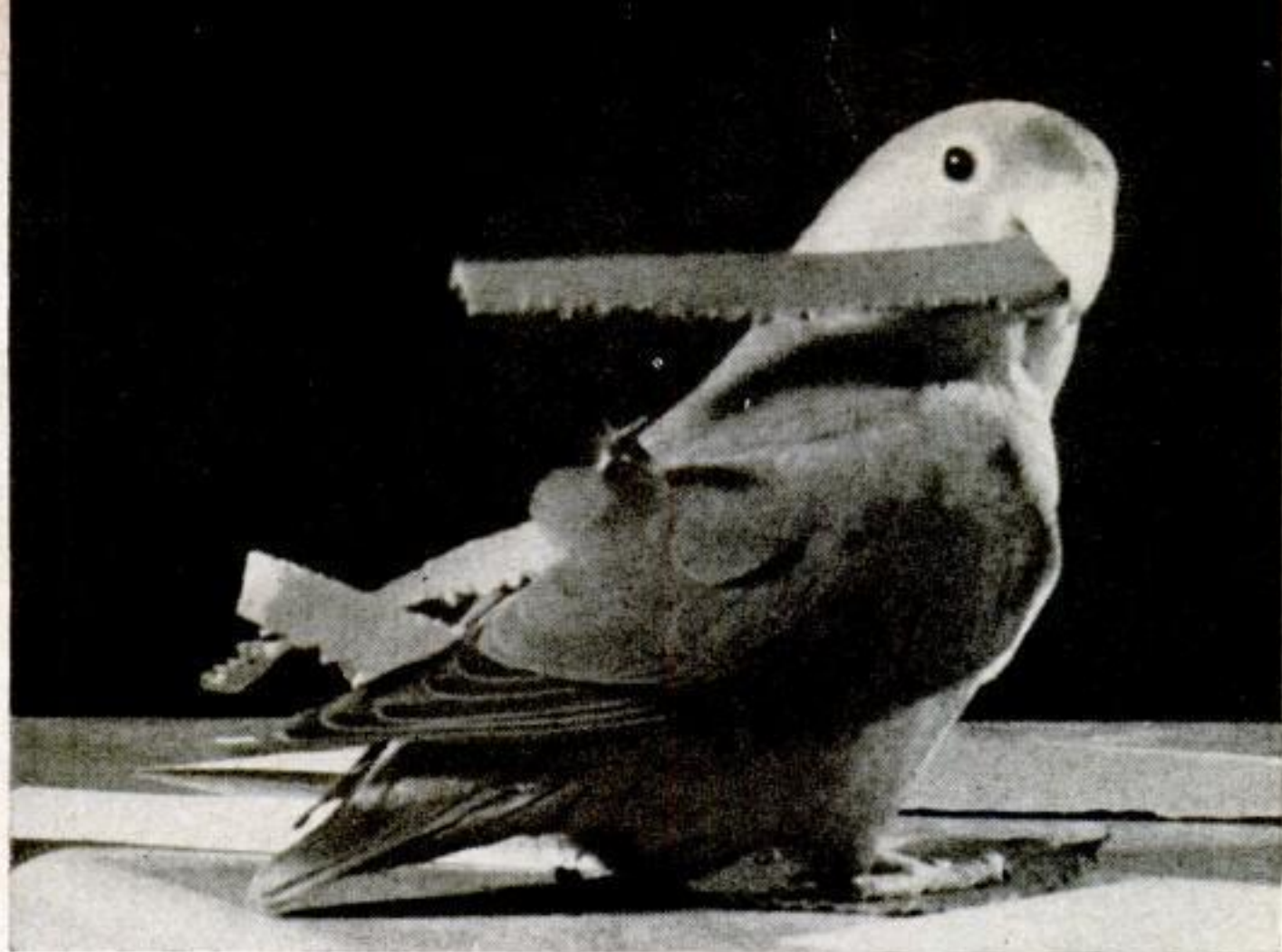
**\$875**



... Great Family Gift!

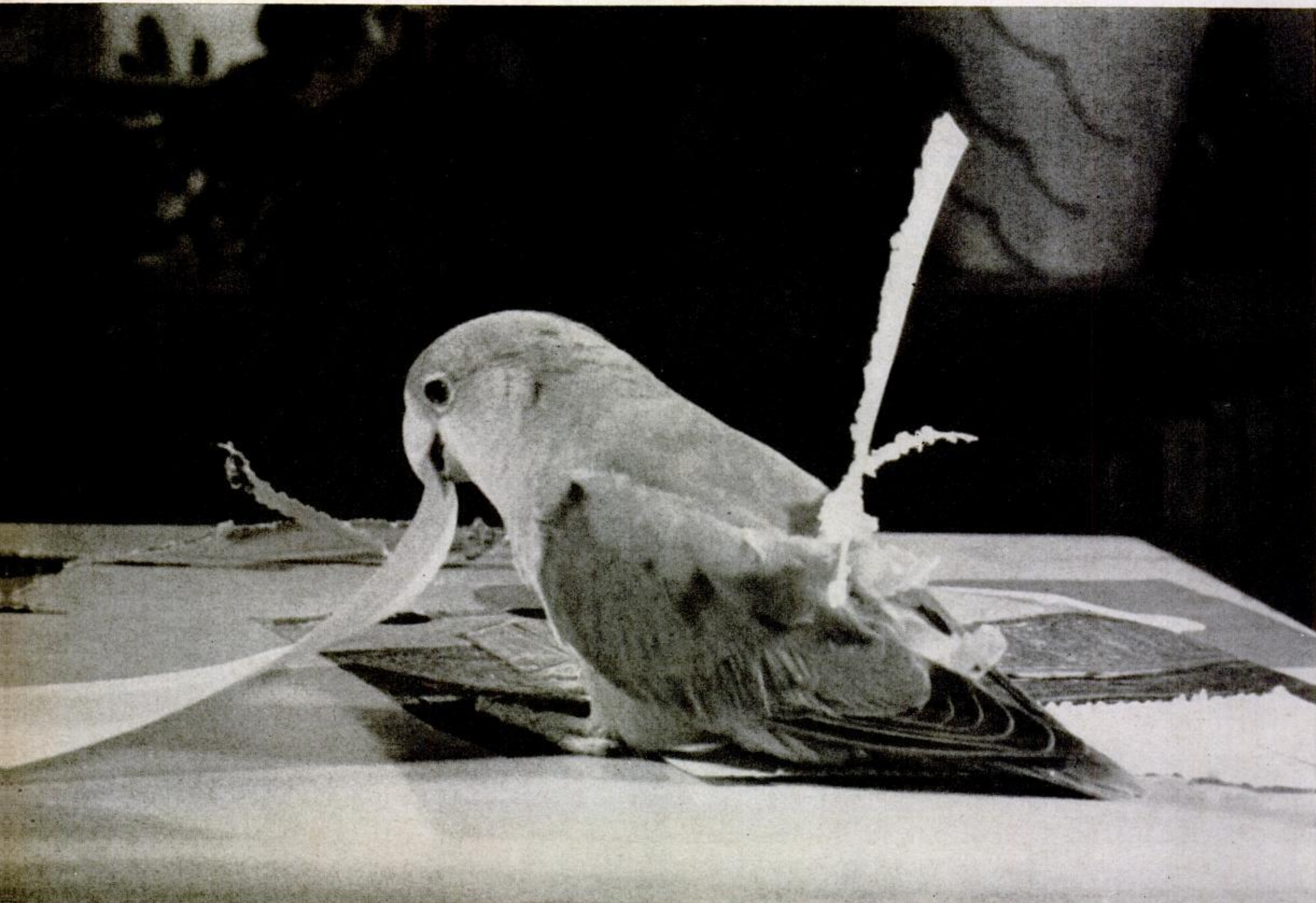
Copr. 1954 by The Parker Pen Company





**NEWLY CUT STRIP**, carefully pecked out of a piece of paper, is held up by Squeeky the love bird as she parades about on Zoo Director Fred Stark's desk.

## FINE BIRD MAKES FINE FEATHERS



**WORKING WITH PAPER** (*above and below*), Squeeky picks up a sheet and, after pecking holes in it, tears it in strips and wedges it under the feathers



covering her tail. Offered papers of different colors, she will take a strip from each of them. She once tore up a dollar bill which was left lying on the desk.

### SQUEEKY PREPARES FOR NESTING

Squeeky, named for the only sound she makes, is a peach-faced African lovebird who lives in a cage in the office of Fred Stark, director of the San Antonio zoo. Let out each morning for a visit to Stark's desk, Squeeky immediately seizes whatever paper she finds, places a firm claw on it, pecks a row of closely spaced holes and tears off a strip. After accumulating a satisfactory number of strips, she then tucks them under her lower back feathers and struts about. Although Squeeky's curious habit looks like feminine vanity, it actually has a quite practical basis. At mating time lovebirds like Squeeky, searching for bark and grasses with which to line their nests, peck out strips and tuck them in their feathers in order to carry them home. But Squeeky, who has never been mated, just walks sadly about the desk until the strips all fall out.



BE A SMART SANTA!

GIVE *Whitman's*  
CHOCOLATES!



**WHITMAN'S SAMPLER**

Sixty-seven pieces of fresh candy—every one a choice gift in itself! The Whitman Sampler is the finest box of chocolates in the world—and the most beloved. Give it with pride!

**GOLDEN FLAIR**

Next to the Sampler, America's favorite assortment. Creams, caramels, fudges, marshmallows, brittles, both dark and milk chocolates.



**FRUIT AND NUT**

Assorted rare fruits and choice nuts—covered with smoothly mellow Whitman's quality chocolate. Newly designed box.



**MINIATURES**

Elegant "petite" chocolates—choice of the discriminating. Creams, caramels, fudges, brittles, fruit and nut filled centers.

**FOR THE CHILDREN**

Exciting gifts and stocking fillers: the popular Wonderbox, Wonderpops and other delights of childhood—pure, wholesome, all Whitman's quality. Wide price range.

Copy. 1954, Stephen F. Whitman & Son, Inc., Phila.

IT WOULDN'T BE CHRISTMAS WITHOUT WHITMAN'S

Copyrighted material





**3-SPEED IMPORTED HERCULES** light-weight! The latest in style, beauty, and speed... just what your youngster has been "dreaming for." Her-Cu-Matic rear hub. Front and rear hand brakes. Famous Western Flyer full 1-year guarantee. Complete with chain guard, fender lamp, rear reflector. Boys' and girls' models. 170-102 . . . . . **\$45.95**



**PERFECT PLAY PAL.** A super wagon in any youngster's language. Gives smooth, floating ride on 10" x 1.75" semi-inflated rubber tires. One-piece steel body, 34" x 15 1/2" x 4 1/4". 10" steel disc wheels with "Congo" oil-impregnated bearings, lifetime lubricated. Rolled safety edges. Ruggedly built for heavy hauling and extra long life. 170-103 . . . . . **\$9.25**



**MEALTIME FUN FOR GIRLS AND BOYS!** This 30-piece Campbell Kids Cooking Set has everything to delight a "junior chef"... including six filled kid-size cans of Campbell's Soups, real Wear-ever Sauce Pan, chef's hat and apron. Also pans, bowls, ladles, spoons, napkins, etc. They'll love to help mother fix lunches with this set! 160-151 . . . . . **\$4.98**



**DIFFERENT KIND OF MUSIC!** It's fun to learn music—and easy—on these unusual, beautiful Swiss-type melody bells. Teaches music readership and pitch. Full diatonic scale, precision-tuned bells. Music book teaches children how to play by numbers and notes as well as by colors. Surprising and delightful novelty toy. 170-106 . . . . . **\$4.98**



# The pick of America's most famous gifts at **Western Auto** STORES AND ASSOCIATE STORES



**EXTRA BRIGHT OUTDOOR LIGHTS** for Christmas. GE C-9 1/2 110V lamps, especially designed to withstand harsh weather. No hunting for burned out lights... each lamp burns independently of the others. Add-on connector and plenty of wiring included. Clips attached to the base of each lamp. Ideal for outside tree and house decoration. 170-104 . . . . . **\$6.45**



**ROY ROGERS LUNCH KIT** with Roy, Dale Evans, Trigger and Bullet—all in full color on both the kit and half-pint Thermos brand bottle. Each child picks his own "brand" from 8 colorful decals. Sturdily built with white lacquered inside. A sensation among other school children; wonderful for picnics and weekend outings! 165-121 . . . . . **\$2.89**



**TAKE DOLLY TRAVELING!** She's all ready to go with her own wardrobe in a carrying case. Five changes of clothes include: three-piece suit, evening gown, playdress, robe and nightie, house slippers, evening slippers, raincoat and rubber boots. Beautiful 14" doll has soft, lifelike vinyl head, moving eyes, and rooted Saran hair. 150-111 . . . . . **\$9.95**



**"HOME" COURT PRACTICE**—either indoors or outdoors with his own official size and weight basketball, plus goal of reinforced steel. Sets include pebbled rubber basketball, sturdy twine net and goal plus inflating needle.  
Bantam Set (E9093) . . . . . **\$2.49**  
Jr. Basketball Set (L9094) . . . . . **\$3.98**  
Official Size (L9095) . . . . . **\$5.98**

NOTE: Western Auto Associate Dealers own their stores and set their own prices, terms and conditions. Prices may vary due to differences in local conditions.

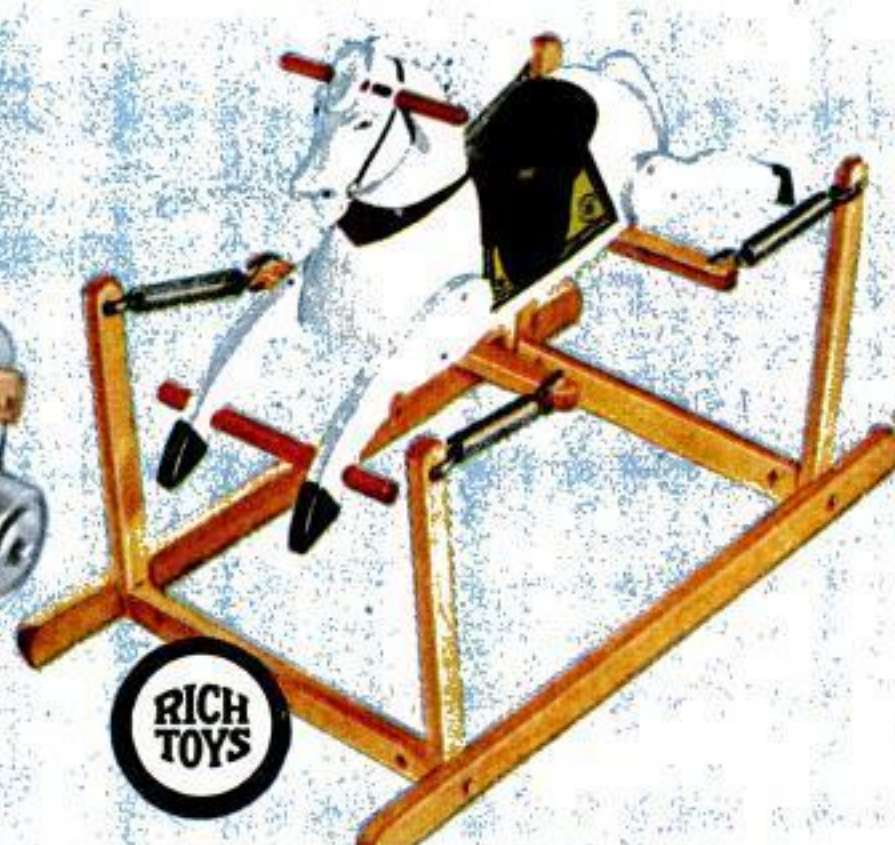




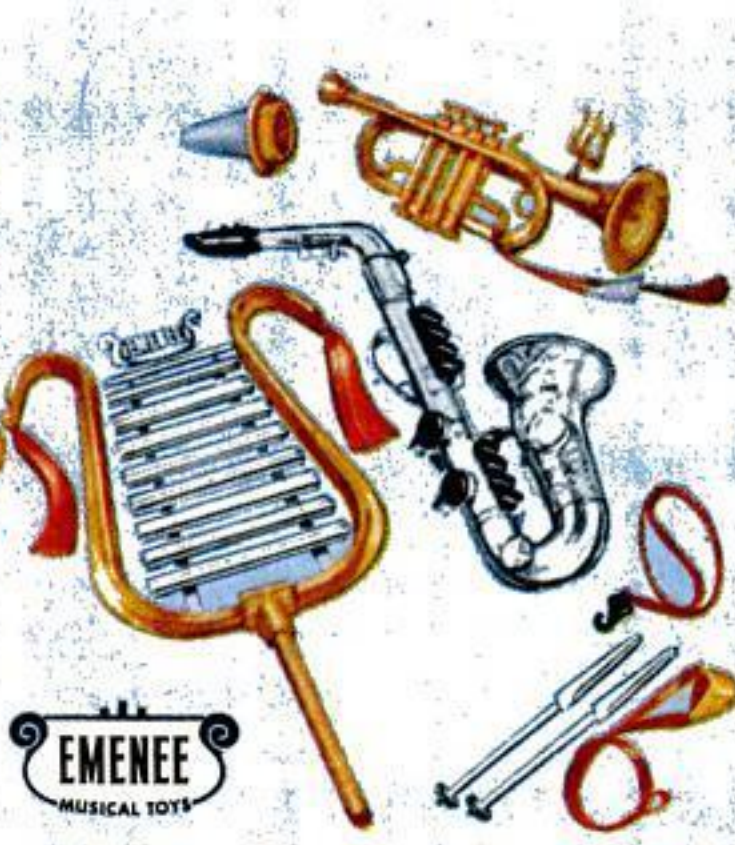
**BAKE REAL CAKES, COOKIES,** biscuits with famous Betty Crocker Mixes. 33-piece Junior Baking Set includes twelve packages of baking mix, instruction book with recipes, complete assortment of chef's utensils and molds (of Mirro aluminum). Makes learning to cook a real adventure! Ideal for entertaining little friends! (E6004) . . . . . **\$4.98**



**SMOOTH "SPRING" ACTION** from flexible instep makes skating more fun, less tiring. Deluxe roller skates are adjustable for boys' or girls' shoes. Reinforced nickel-plated chassis with heavy gauge ball-bearing wheels. Rubber cushion trucks. Skates extend from 8¼" to 10¾". Key included. Top quality for top performance! (3E1108) . . . . **\$4.45**



**REAL "RODEO" FUN!** This peppy Bouncing Spring Horse is suspended on four springs for safe, realistic riding. Colorful molded tenite body and head. Beautiful natural finish, sturdy hardwood frame. Foot rest gives rider two positions for feet.  
22" Spring Horse (E6707) . . . . . **\$9.95**  
27½" Spring Horse (E6708) . . . . . **\$16.95**



**PLAY REAL MUSIC** with these professional-looking instruments. No lessons needed. Music book shows how to play countless songs. Real keys or valves. Precision-tuned bars or reeds. Each in handsome carrying case.  
Glockenspiel (E7010) . . . . . **\$3.95**  
Silver Saxophone (E7011) . . . . . **\$5.95**  
Golden Trumpet (E7012) . . . . . **\$3.95**



**AMAZING ANTI-BUMP ACTION!** Die-cast metal tractor & trailer combination is beautifully detailed and enameled, with separate mounted rear wheels that ride right over bumps. Cab lifts off to show realistic motor. Side and rear doors on trailer actually operate for added realism and play value. Green, red, aluminum trim. (E6692) . . . . . **\$3.95**



**HIS OWN TOOL SET—LIKE DAD'S!** A deluxe set for the young "handyman." Sturdy 16" blue enameled steel chest contains mallet, hammer, hand saw, keyhole saw, screwdriver, brace, bit, drawshave, level, pliers, plane, ruler, sandpaper, pencil, punch and chisel. Instructive carpenter's manual. Fun for boys, ages 6 to 15. (E5402) . . . . . **\$4.95**



**PLAY DOCTOR AND NURSE.** Realistic, safe plastic miniatures of doctor's and nurse's equipment in sturdy rigid plastic carrying kits. Includes lung meter, health machine, microscope, uniforms, hypodermic with plunger, toy watch and many other medical items.  
Little Doctor Kit (E6201) . . . . . **\$2.98**  
Little Nurse Kit (E6202) . . . . . **\$2.98**



**TEACHES DRIVING SKILL** and safety. Turn the crank and a tiny auto starts down the rolling highway. Steering wheel actually controls the car as it suddenly encounters all kinds of road hazards and obstacles. Bulb-operated horn. 18" long; made of sturdy steel with colorful enameling. Fun! Fascinating—and educational! (E7102) . . . . . **\$2.95**



**BABY TALK DOLL** has soft, coo voice... sleeping eyes...head that turns. Made of durable, sanitary vinyl. Genuine Saran hair is rooted, washable, and curlable. Poodle hair cut. Attired in beautiful cloak, lace-trimmed taffeta dress and bonnet. Lace on the dress matches lace on the bonnet. Lovable—and made to last for years! (E5723) . . . . . **\$5.95**



**DOLLY SLEEPS TO MUSIC.** Push this "Musi-Kab" carriage along and wheels make little music box chime "Rock-a-Bye-Baby." (Music box can be disengaged if you wish.) Collapses to easy-storage size. Handle 21" high, body 16¼" long. Baked aluminum enamel. Rubber tires. 3-bow hood, red leatherette cover. (E6717) . . . . . **\$6.49**



**"SIX-GUNNER'S" DELIGHT!** Double gun and holster set of natural top-grain cowhide with beautifully embossed floral tooling. Has adjustable belt with snap fasteners, handsome bronze "Texas" buckle and leather tie strings. Complete with a pair of famous Cowboy Junior repeating cap pistols and six two-tone metallic bullets. (E6718) . . . . . **\$7.49**



**MILES OF SIDEWALK FUN.** This gleaming all-red tractor is a masterpiece of rugged construction with its heavy gauge steel front fork, adjustable seat, and ball bearing sprocket assembly. Features chain drive—found only in much more expensive models. 11½" tractor type tires on 9¼" wheels. 7½" front wheel. Unit is 35" long. (E6719) . . . . . **\$17.95**



# Taste the fresh difference in Libby's

—it's quick-packed in Hawaii



*Libby's fruit cocktail*—5 luscious  
fruits in sweet cahoots!

Libby's are the peaches *you, too*  
would have picked from the trees!

**Give your family  
fruit from Hawaii often!**

How would salad taste if you could pick your own ripe pineapples in Hawaii and cut off big juicy slices a few minutes before serving? To find out, get Libby's Pineapple Slices!

They're from Hawaii—from pineapples picked on Libby's own plantations—sliced when bursting with juice and *quick-packed*—so they're freshest-tasting.

Wouldn't Libby's Pineapple Slices taste delicious today? And brighten change for tomorrow's breakfast—glasses of Libby's Pineapple Juice!

Libby, McNeill & Libby, Honolulu, Hawaii





# JET AGE MAN

***New breed of flier merges with plane like a living computing machine***

*Photographed for LIFE by RALPH MORSE*

Nowhere has man displayed his genius more brilliantly than in his conquest of the air. But with every barrier he overleaps, man is confronted afresh with his physical frailty, the fact that nature did not equip him to fly. The jet age has made flying so difficult and dangerous that fliers like the aircraft commander (*above*) who guides his B-47 bomber through the sky at nearly 500 mph are driven by the strain close to the limits of human capability.

The B-47 is flown by three men, yet it carries a 100,000 times more potent destructive force almost twice as high and fast as World War II's TNT-loaded B-29 with its crew of 10. This enormous burden has forced airmen to merge with their machines in order to control them. Already many human functions have been

taken over by automatic controls and radar. But no machine can match or replace the flier's brain, with its ability to make rapid decisions. The airman has in effect now become a living computing machine and his body merely an unwanted appendage to the brain.

In the near future, airmen will fly new jets at speeds and heights where natural forces will threaten their lives. Research into these regions and measures to protect airmen has created a host of strange experiments and disquieting shapes (*pp. 148-153*).

The foremost representatives of the jet age are the men who fly the Air Force's Boeing B-47 jet bomber, backbone of the Strategic Air Command. The tasks they face and the stresses they endure during their long missions are described on the following pages.

CONTINUED ON NEXT PAGE





**PLANNING A MISSION**, B-47 Observer Bill Adams (*center, above*) goes over flight data with aircraft commander, Major James Naler (*left*), and Copilot

Lieut. Wallace Ryan. Adams must also memorize radar photographs of target (*below*). He needs more than an hour of ground work for every hour in air.

**JET AGE MAN** CONTINUED



**PORING OVER CHARTS**, BILL ADAMS STUDIES AT HOME

## A LONG GRIND

No task of the new jet age makes such protracted demands on the nervous stamina of fliers as a B-47 mission. The stress of flight actually begins days before take-off while the bomber's three-man crew is still on the ground. Because they will have no time to make plans when they are in the air, the fliers have to work out every step of the mission ahead of time, priming their brains with masses of information like computing machines which are fed with data before tackling mathematical problems.



**FINAL STEP** in preparation for mission is to check over the plane itself, which takes two hours to finish. This brings B-47's three-man crew to MacDill





UNTIL MIDNIGHT PREPARING FOR THE COMING FLIGHT

## TO GET READY

Major William Adams of MacDill Air Force Base in Tampa, Fla., observer on a B-47, spends more than 20 hours preparing for a long mission. He must not only plot elaborate course patterns to guide the plane to and from the target but must also anticipate possible emergencies with carefully planned alternate routes. On nights before the flight Adams stays up late doing homework on the exhaustive details he has to master before the moment at dawn (*below*) when the grueling flight is about to begin.



landing strip at 5:30 in the morning to test the plane's controls, instruments, and to inspect it minutely from nose to tail for early morning take-off.

CONTINUED ON NEXT PAGE



**ON HIS MISSION** Observer Adams, crowded in the nose of the B-47, looks through sextant to take a sight on sun. He must fix plane's position every 15

minutes, during which it covers up to 150 miles. Later (*below*) after bombing run he looks at instruments to see how accurate was course over target.







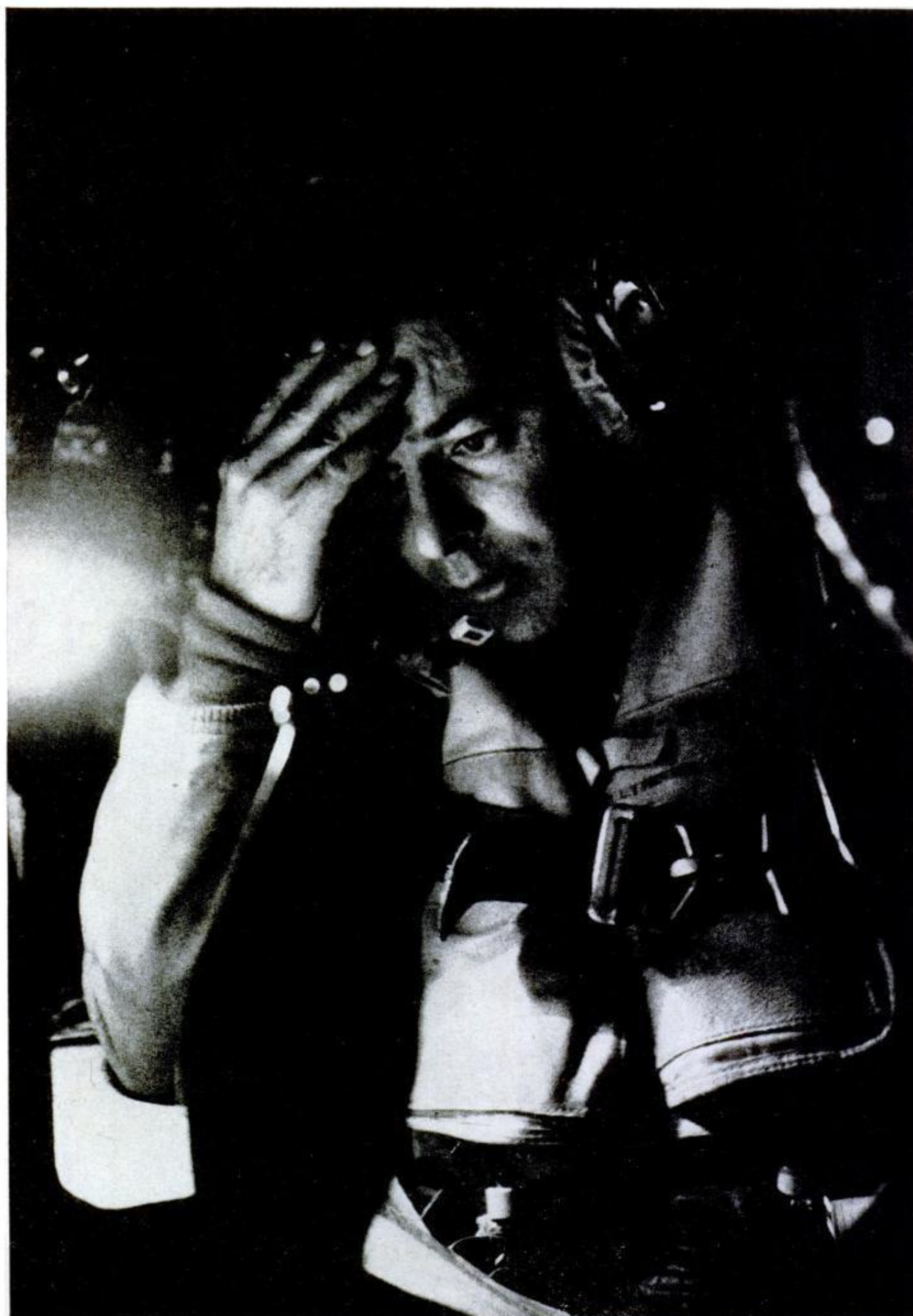
**STRAINED COMMANDER** Jim Naler flies plane, keeps in touch with crew on intercom. He makes use of rare relaxed moment to down a carton of milk.

## NO RESPITE IN THE AIR

Shackled for more than 16 grueling hours to the controls of the onrushing plane, the three men of the B-47 have hardly a moment's respite from the stress of activity as they hurtle at nearly 500 mph on their mission. There is no time to reflect, only to carry out with precision the complicated sequence of their patiently rehearsed calculations. A single misread digit on the observer's sextant could drive them hundreds of miles off the course and frustrate the mission. The slightest misjudgment by the aircraft commander as he jockeys his plane to within a few feet of a flying tanker (*right*) could plunge plane and its crew to sudden disaster.



**WATCHFUL COPILOT** Wally Ryan doubles as the flight engineer and must discipline himself to keep a constant check on the rest of crew to catch errors.



**FATIGUED OBSERVER** Bill Adams, after 14 hours of ceaseless computation, tries to stay awake during trip home. He is burdened with nearly 40 pounds of

survival equipment on his back which he has to drag around whenever he moves in his ice-cold "mole hole." Says Adams, "It isn't all roses in the nose."





**TENSEST MOMENT** for the crew in the whole flight is mid-air refueling, which brings the B-47 within 30 feet of propeller-driven KC-97 tanker plane. Picture, taken over pilot's shoulder through B-47's plastic canopy, shows tanker's fuel

pipe, with guiding fins, extending downward into the bomber's nose. The maneuver is difficult because to slow down sufficiently bomber must be throttled back almost to the stalling point, increasing even more the nervous strain on the crew.





**THE LAST CHORE** of the mission is filling out postflight record at squadron headquarters. Aircraft Commander Jim Naler stifles a yawn as he fills out mission report while behind him Observer Bill Adams writes up navigation data.



**THEIR HEADS HANGING WITH EXHAUSTION AND THEIR SWEATING BODIES DRAPED**

## THE DECOMPRESSION

When their long mission is completed, the exhausted crew members stagger from their cramped quarters into the open. Their brains cannot be switched off like machines now that their tasks are done. Still under the grip of nervous tension, the men must be psychologically decompressed to bring them gently down to a slower tempo. Every Strategic Air Command combat base has a massage and steam room where newly landed fliers can start to relax by sweating out their physical fatigue. But it takes longer for the stress to subside. Adams is still so tense after he

**RELAXING RUBDOWN** by masseur does not waken tired Observer Bill Adams, who fell fast asleep on the massage table after he finished his reports.





WITH SHEETS, B-47 CREWMEN NALER (LEFT), ADAMS AND RYAN CLUSTER IN BASE'S STEAM BATH AN HOUR AFTER THE COMPLETION OF THEIR 16-HOUR MISSION

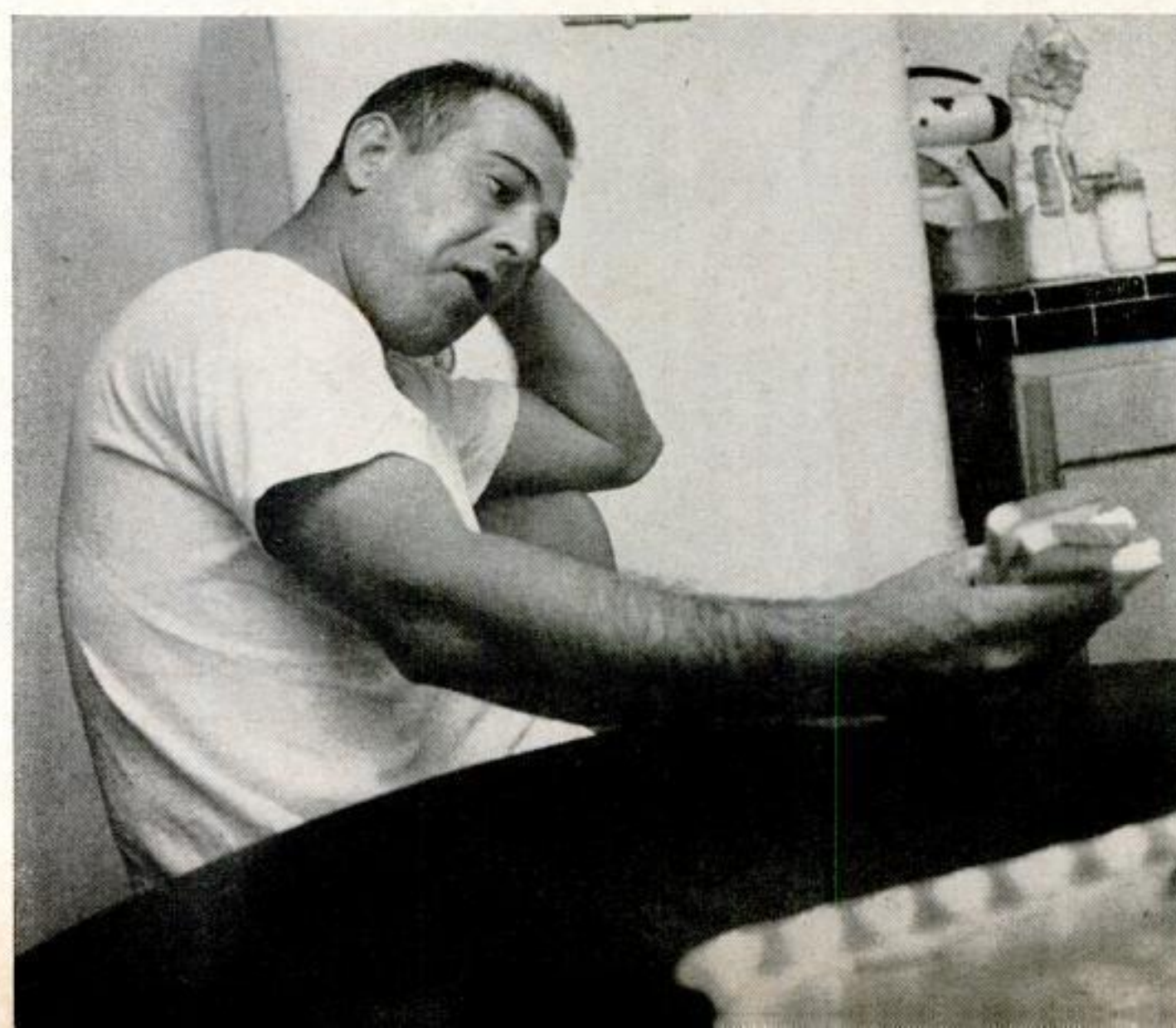
## OF WEARIED BRAINS

reaches home that for hours all he can talk about is the mission. And when he finally goes to bed he sleeps restlessly, his brain even in unconsciousness still spinning through its exhausting paces.

The average B-47 airman is 33 years old—10 years older than World War II bomber crewmen—and has spent 10 years and 3,000 flying hours training for his job. For this reason the new airman has become the almost irreplaceable individual of modern warfare. "When we lose one of them," says a senior officer, "it's like losing the battleship *Missouri*."

**RESTLESS RUNDOWN** on the mission keeps Bill Adams, who is groggy but unable to relax, talking to his wife until late in the kitchen of his home.

CONTINUED ON NEXT PAGE







**SUDDEN LOSS OF AIR PRESSURE** in Air Force altitude chamber does no harm to airman wearing protective suit, but scatters a beaker full of water in a shower of spray. Demonstration in altitude chamber shows what would

happen if plane's pressurized cockpit were punctured above 63,000 feet. At such heights and at human body temperature, water vaporizes. Human blood, which is 78% water, would also vaporize and kill a flier if he were unprotected.





**FIVE G'S**, a force five times that of gravity, drags at flier's face during a Navy experiment and drains blood from his head as he pulls his plane out of a steep dive at 500 mph.

## THE WAY AHEAD

### Faster flight heralds many new dangers

In the B-47 comfort of the airman's body can be largely ignored without hampering the working of his brain. But new planes like the huge jet B-52 bomber will cross the threshold into a new world of height and speed. Here an unprotected airman would be at the mercy of monstrous forces that threaten his survival. At high speeds the G effect (*above*), which a flier formerly faced only when pulling out of dives, will overtake him on slight swerves. A pierced pressure cockpit, which now gives an airman bends, will literally make his blood boil in his veins (*left*). The most curious phenomenon of future flight is not physically dangerous but psychologically disturbing. A fast plane may fly along a curving arc which is the path it would follow if it were a stone flung through space. In this curving path, centrifugal force tends to throw the pilot outward, balancing the pull of gravity. Thus the pilot may become in effect weightless, a confusing experience in which he may have trouble distinguishing up from down.



**WEIGHTLESSNESS**, which occurs when plane flying through arc produces centrifugal force which balances gravity, causes tennis balls to float in cockpit. No flier has stood this distracting experience for more than 45 seconds at a time.

CONTINUED ON NEXT PAGE



**SHAKES AND SPINS** simulate air hazards on ground. Jouncing chair (*above*) measures vibration problems of future flight. Spinning wheel (*below*) determines how long it will take flier spinning through air to release chute after ejection.







**UPWARD ESCAPE** from plane breaks canopy as dummy is ejected through it, proving method safe when pilot is unable to release canopy.



**VENTILATED SUIT** developed by Air Force for high altitude flight has five layers and is so oppressive that one layer (*above*) consists solely of a ventilator. Warmed air,

indicated by smoke in this picture, is piped into suit through hose, blown at flier's body through hundreds of little holes in this layer. Other holes permit air to escape.

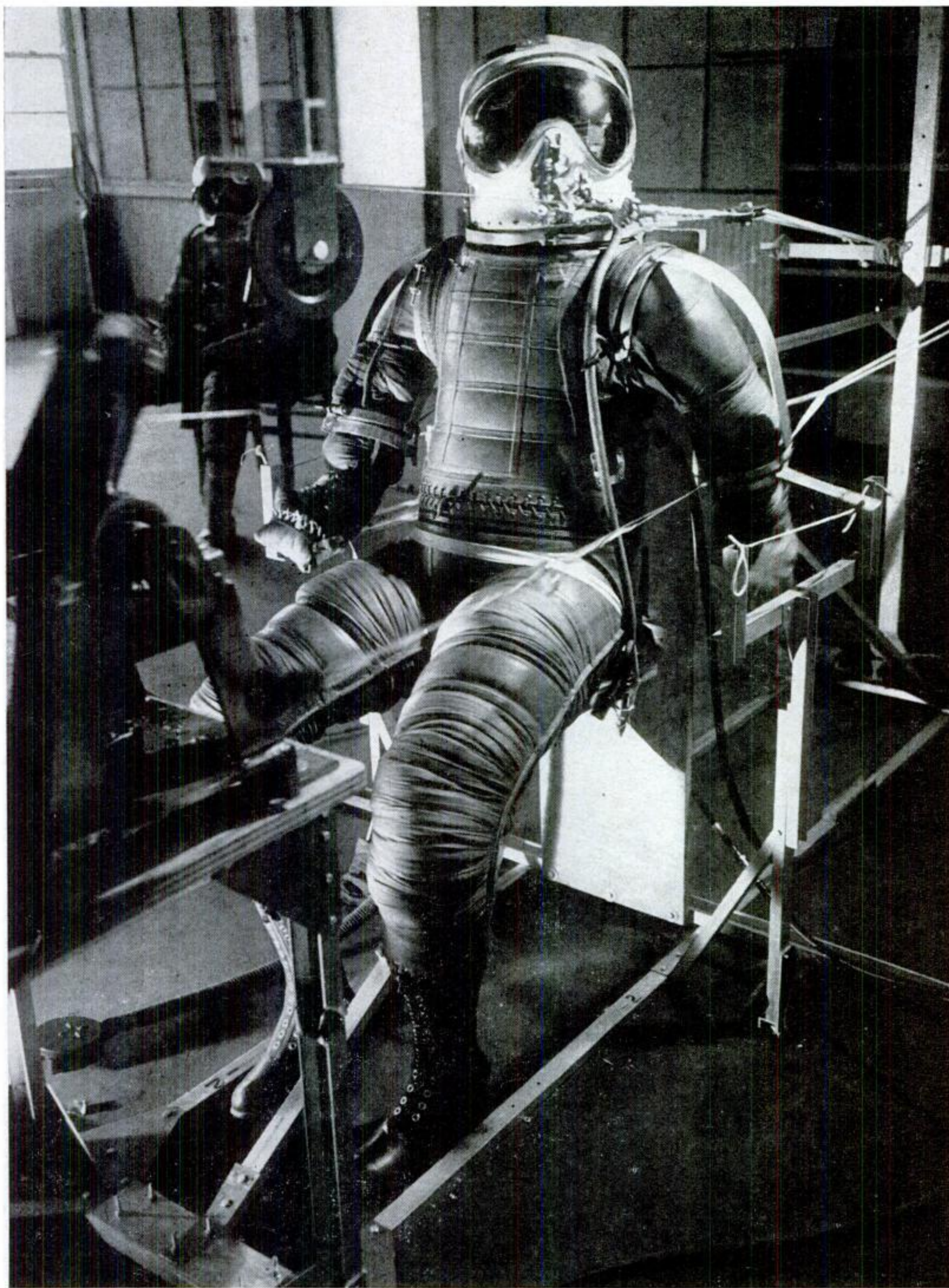


**THUMB PROMPTER** relays radioed directions from the ground on blind landings. When pilot should turn right, for instance, the device taps the left side of his thumb.

## THE MECHANICS OF SURVIVAL

Preparing the airman for the demands and dangers of the coming second phase of the jet age has brought into existence whole laboratories of life-saving and time-saving devices. In the picture on this week's cover, for instance, regularly spaced beams of light grotesquely model the contours of a man's features into a map of his face to help scientists design future flight helmets. This new equipment will protect pilots who have to bail out of their crippled planes into the howling windblasts of the stratosphere.





**PRESSURIZED SUIT** is airtight and uses compressed air to keep the wearer's body at the proper pressure. Still under experiment by the Navy, and here shown undergoing

endurance tests without anyone in it, the new suit permits airmen to fly indefinitely at any altitude. For this reason it may eventually replace pressurized cockpits.



**HANDY KNOBS** are shaped like elements of plane which they control. Wheel-shaped knob (*left*) lowers wheels and the flap-shaped knob (*right*) lowers flaps. Shaped controls

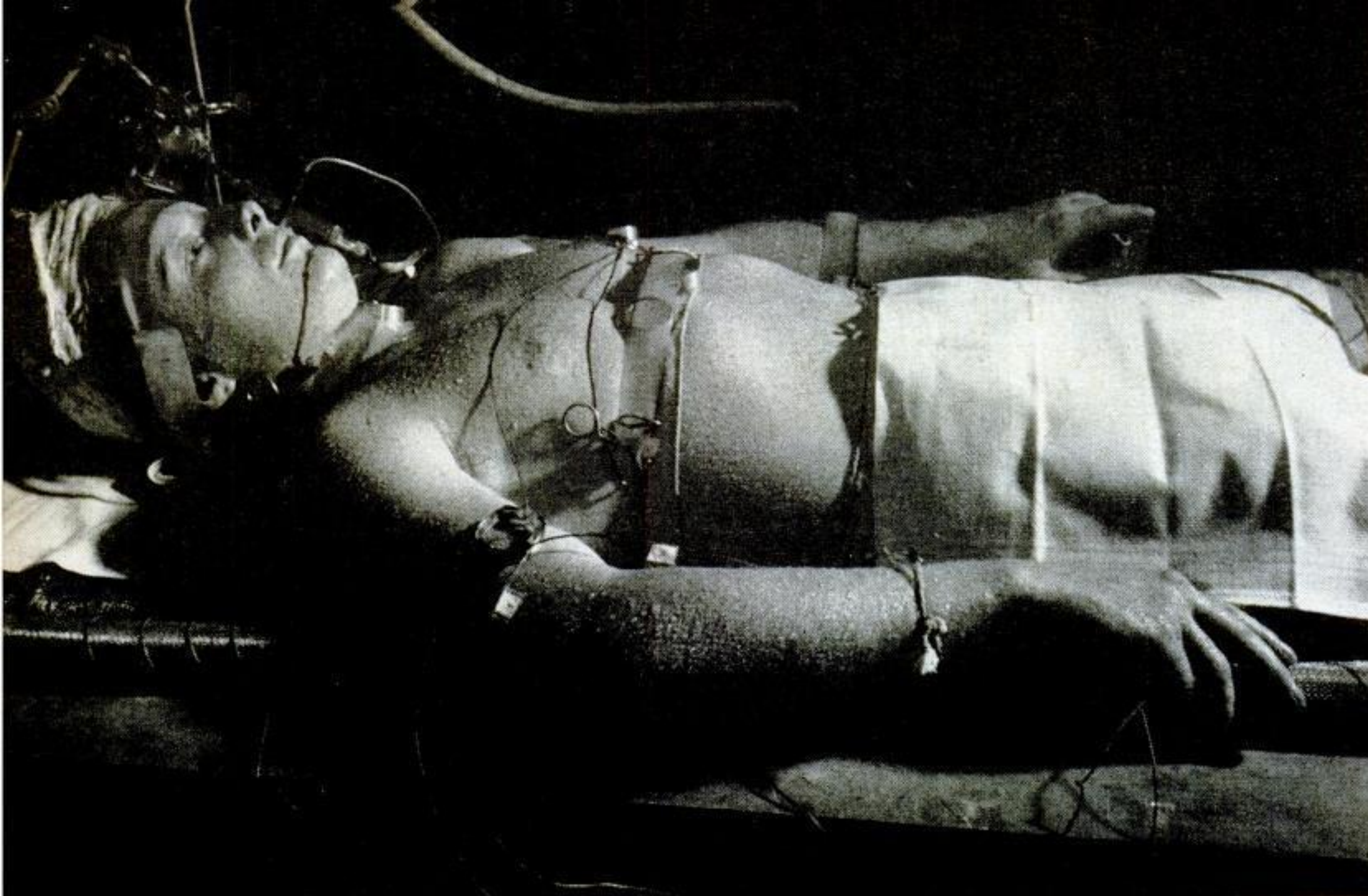


use pilot's sense of touch to help him prevent mistakes during landings and take-offs, when he does not dare to take his eyes off his instruments long enough to look down.



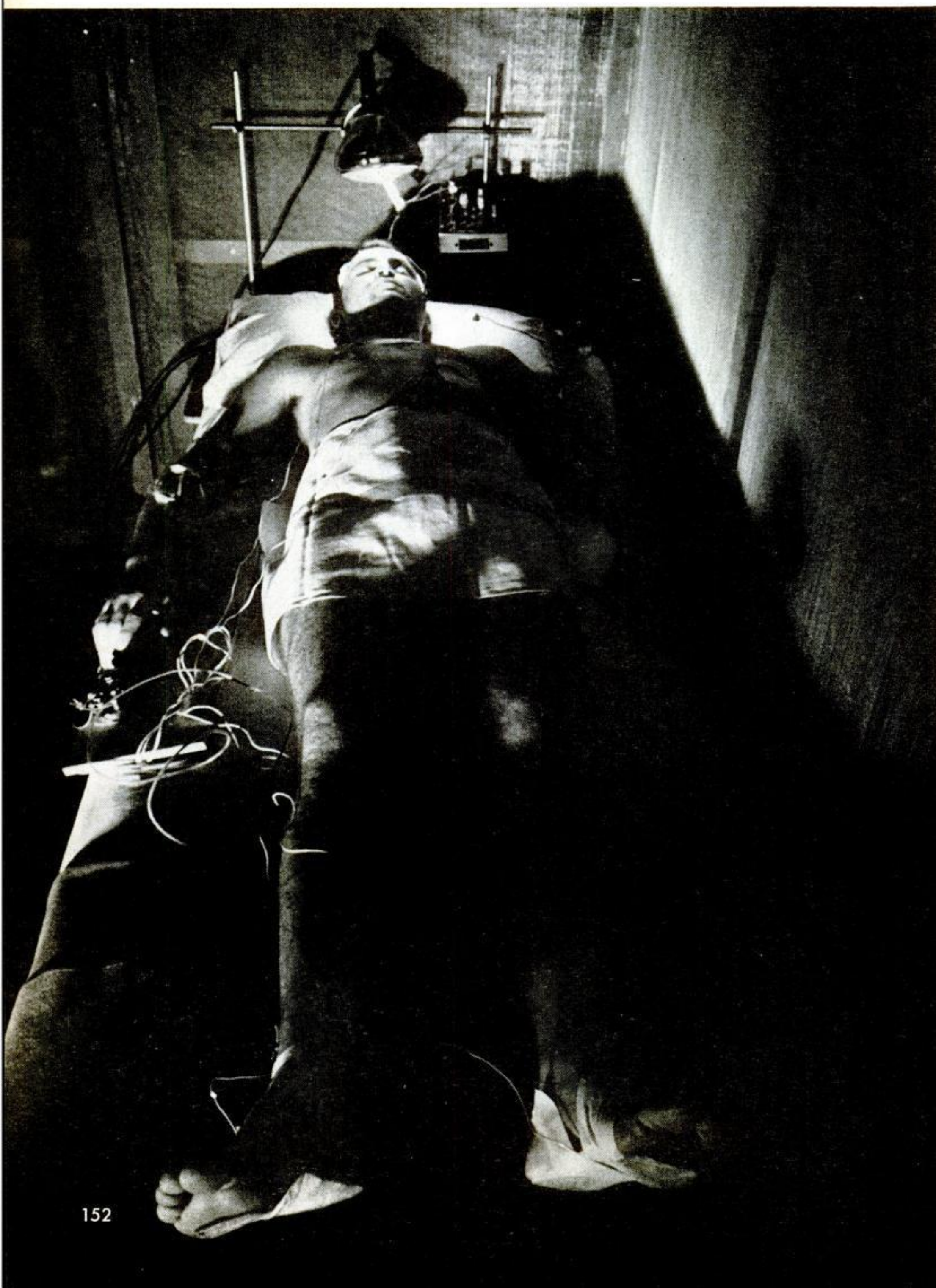
**DOWNWARD ESCAPE** is for ejecting fliers from parts of plane where they cannot escape upward. Ankle hooks keep legs from flying up.



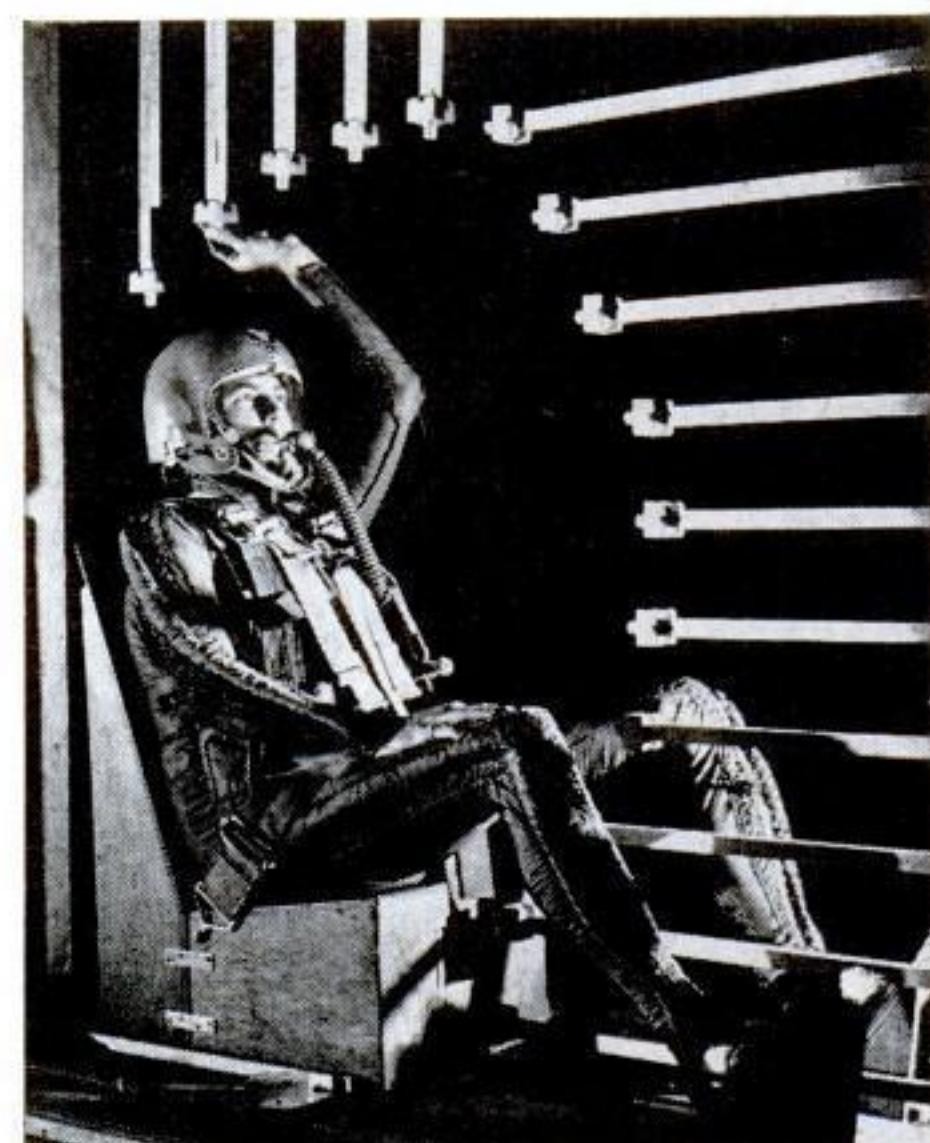


**HUMAN STRESS** is explored in a heat test (*above*) where a subject lies for hours in 123° temperature. Another test (*below*) measures decay of subject's

time sense when drugs are injected to produce artificial stress in body. At same time test measures the physiological effects of flashing light, electric shock.



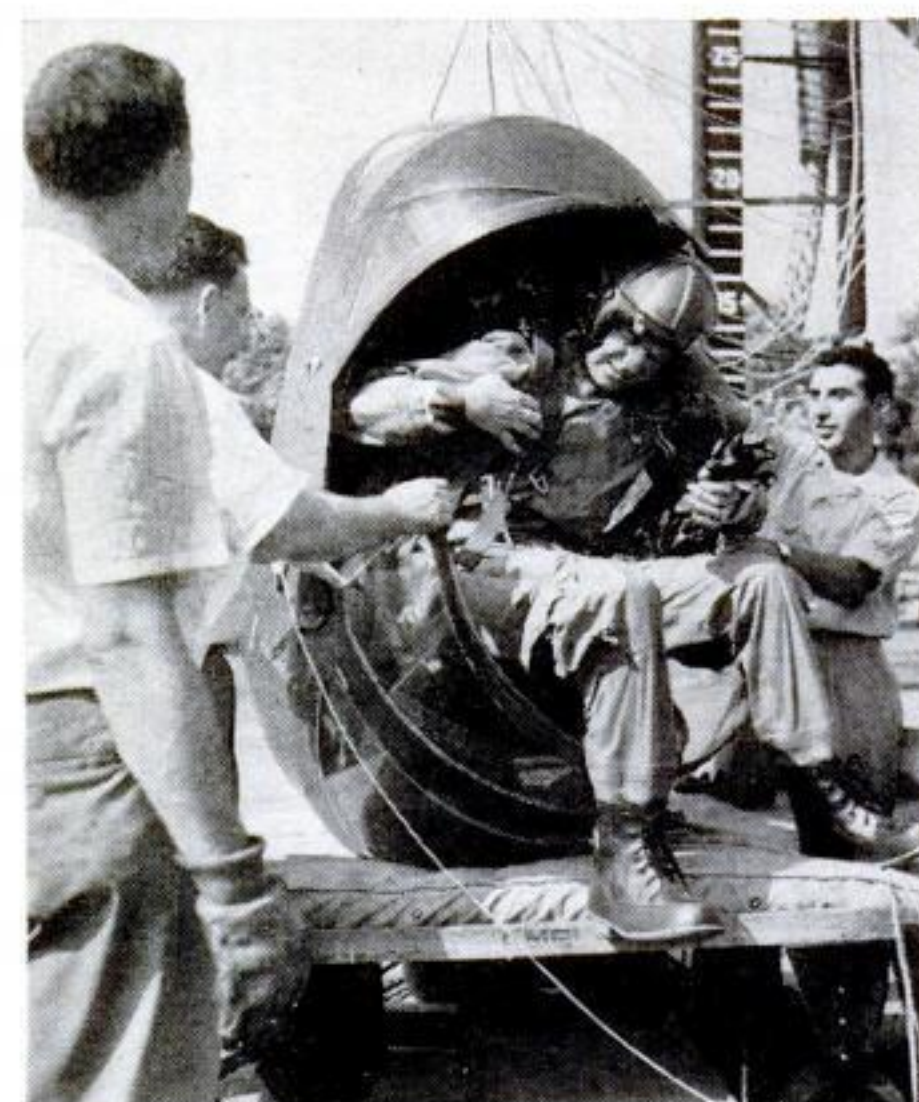
## JET AGE MAN CONTINUED



**COCKPIT PATTERN** of future planes is planned with measuring device to make sure all instruments can be reached by pilot wearing tight pressure suit.

## THE LIMITS OF MAN

At new supersonic speeds and stratospheric altitudes, the increasingly cumbersome survival suits may actually hamper the flier more than they help him. In the end, when the burden of protective equipment reaches its limit, the airman's body may have to be exposed to further stresses, such as the heat of friction produced as a plane rushes through the resisting air. Foreseeing this dilemma, scientists are trying to learn just how much a man's body can stand before his brain's efficiency is actually impaired (*left*). Flight envisioned at these speeds may also require entirely new kinds of protective devices, like the experimental parachute capsule (*right*) which would shield an airman from the supersonic wind as he is ejected from his plane, and float him down to his native earth as cozily as a pea in a pod.



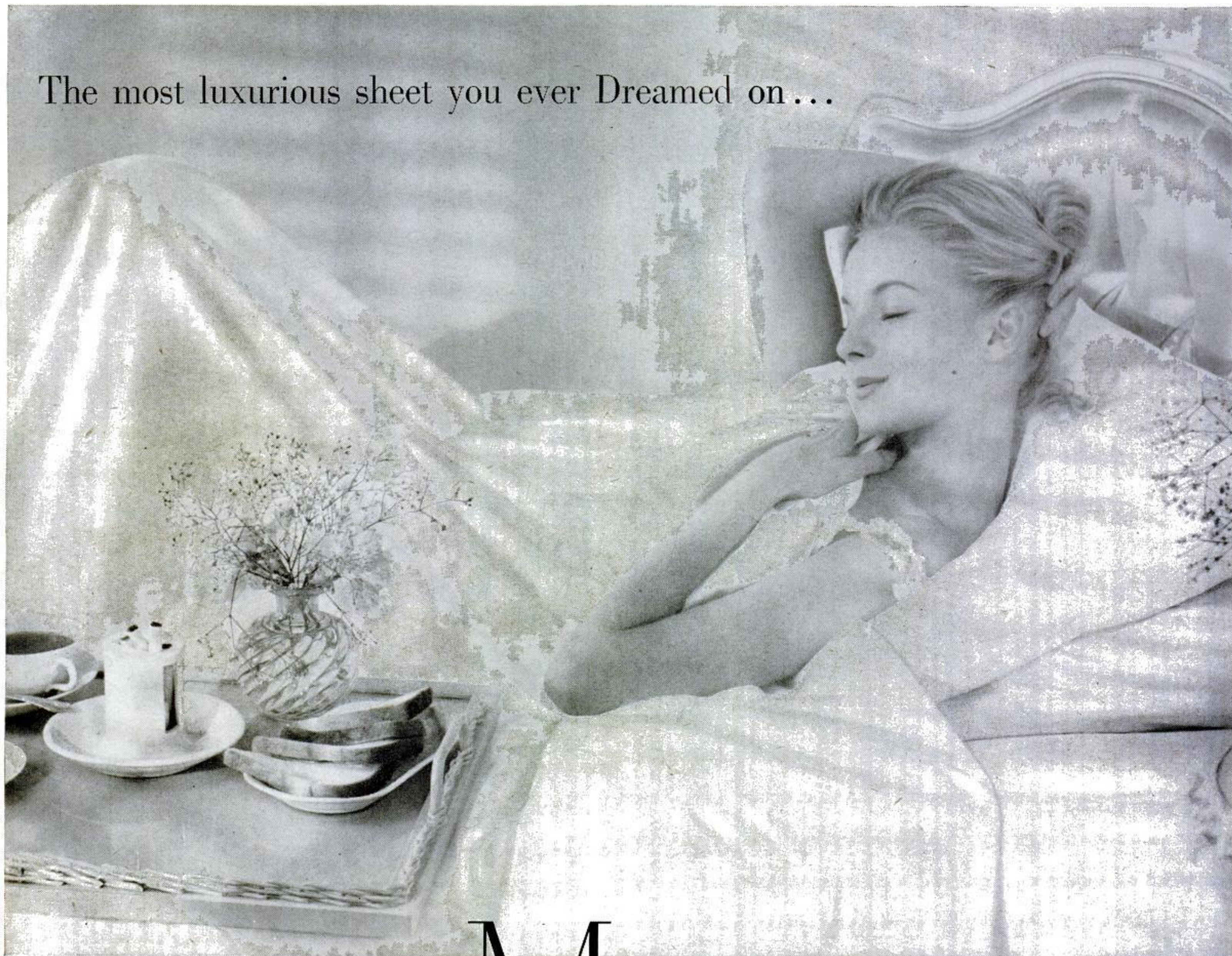
**ESCAPE CAPSULE** containing pilot fits inside the cockpit. When the plane is crippled, the capsule is ejected and floats to earth on parachute (*opposite*).







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210-thread mercerized percale — only in famous Pacific Contours

Heavenly—the first, the only *mercerized* sheet! Pacific weaves the long strong fibres used for highest quality percale . . . 210 threads to the square inch. Then—a special *mercerizing bath* silkens, lustres, defuzzes, strengthens these fibres—for the *finest sheet* you can sleep on! Yet mercerized Miracale† actually *costs less* than the best unmercerized percale!

And Miracale is a Pacific Contour . . . with its easy-to-slip-on, can't-come-untucked corners!

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Pacific Contours also in standard qualities. White, colors. Widest range of sizes.

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**With Miracale's glamour** comes 3-times faster bedmaking! Four box corners hold Pacific Contour Bottom sheet smooth . . . all night long. No re-tucking in the morning...sheet can't pull out!



**Kick-fold gives** six inches of extra toe room! Two box corners anchor the Pacific Contour Top\* sheet to the mattress foot. In the morning, just pull up the top hem—bed is tidy!



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ON SEWER TOP DISPLACED FOR REPAIRS ESKIMO PIEMEN GIVE PASSERS-BY A CHANCE TO TASTE THEIR WARES

## TWO BARKERS IN PARKAS

A notion for promotion brings Eskimos south to attract people north

Abraham Lincoln, an Eskimo whose real name is Okilook, and his wife Blanche, whose real name is Kappook, found themselves recently standing on a street in San Francisco handing out a product they had never heard of in their native Alaska, on the shores of Kotzebue Sound, where Abraham herds caribou and hunts polar bears. He and Blanche were given their Christian names by missionaries, who also gave Abraham eyeglasses. Abraham, now 69,

once went to Seattle but hated civilization and hurried home. Blanche had never left Kotzebue until, to oblige an airline which thought they would stimulate travel to Alaska, they agreed to make a U.S. trip. That is how they came to be giving out Eskimo Pies, and if they had reservations about the preposterous situation, no one would have known it from the way they addressed all with a smiling "*Nagurook-mautin*," which roughly means "Wishing you well."

CONTINUED ON NEXT PAGE



**NO UGLY DANDRUFF** like this on your collar when you use Fitch Dandruff Remover Shampoo... not even these winter days when dandruff is most serious!

## Get rid of WINTERTIME DANDRUFF



**A SINGLE SHAMPOO** with new milder Fitch removes flaky dandruff... then your hair is up to 35% brighter too! And so much easier to manage!

## Brighten hair up to 35% with first FITCH shampoo!

Remember! Dandruff not only sheds on your shoulders, it dulls hair too. So it's a real problem this time of year! Yes, dandruff is at its worst in winter.

**Dry, overheated rooms make your scalp flake off more. Tight-fitting hats can interfere with circulation. Glands are also over-active.**

So this is the season when you need Fitch Dandruff Remover Shampoo more than ever. The only shampoo especially made and guaranteed to remove every trace of dandruff with just *one* lathering—or your money back.

### Reconditions hair too!

Most amazing, Fitch also brightens hair up to 35% when dulling dandruff is removed. Scientific "Reflectance" tests *prove* it! New milder Fitch helps recondition hair at the same time!

To get rid of flaky "Wintertime Dandruff"—and brighten hair beautifully too—get Fitch Dandruff Remover Shampoo at any drug counter today. If you're not delighted, return unused portion for full refund from Fitch. Also ask for a professional application of Fitch at any Barber or Beauty Shop.

**Only new milder FITCH guarantees 35% brighter, dandruff-free hair... or your money back!**



It's Sheer Luxury  
Tailored To Fit Your Face

*Superb Quality*  
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BRUSHLESS SHAVES**

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.



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MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

**EITHER WAY**

*The world's Best shave*

\*Pronounced Mō-Lay

**Barkers in Parkas** CONTINUED



**ON BRIDGE** Abraham and Blanche complained that there were too many fast cars. As for the Golden Gate Bridge itself they said, "Ah-Ra (Wow!)."



**AT BAR** in Fairmont Hotel they drank a Tom Collins, Abe beamed warmly on short-skirted waitresses and Blanche cheerfully warned him not to ogle.



Presenting a car of noble proportions, gallant and gay,  
and born to rule the road in flashing style

# Custom Royal Lancer

In every age, there are those who are not content with the humdrum, the commonplace.  
If you are one of these, the Royal Lancer speaks directly to your heart.

For here is a car that fairly breathes adventure. You sense it in the bold forward thrust of its hood, the rakish slant of the New Horizon windshield, the whisper of its aircraft-type V-8 engine.

And should you choose to make this car yours, you will have this assurance: In any company of automobiles, there is nothing to challenge the distinction of your Custom Royal Lancer by Dodge.



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*by*

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*Custom Royal Lancer V-8 in dramatic new three-tone styling: Heather Rose, Jewel Black and Sapphire White*







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**CARA NOME DUSTING POWDER AND COLOGNE**, \$4.00; Springwood, \$5.00; White Mink, \$5.75

**SPUNTEX NYLON HOSIERY**  
51 gauge, 15 denier. Pr., \$1.09  
60 gauge, 15 denier. Pr., \$1.19



**STARDUST DRESSER SET**, \$3.69  
Brush and comb set, \$2.00



## FOR HIM

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**Remington "60" Deluxe Shaver**, \$29.50  
**Rolson Windsor Lighter.** Sure-fire, \$4.95  
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**Brownie Holiday Camera.** Easy to use. Just aim and shoot.....\$3.95  
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**Stationery.** Brilliant white vellum...\$1.50  
**Stag Travel Kits.** Cologne & lotion, \$2.50  
Cologne, lotion, and tale, all for.....\$3.25  
**Manicure Set.** In smart leather case, \$3.95  
Other sets from.....\$1.00 to \$13.95



## FOR HER

**Metal Dresser Set.** 3 pieces, \$3.69  
**Nut Sets.** Cracker and 6 picks, 59¢  
Wooden bowl, cracker and 4 picks...\$1.39  
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**Jewel Box.** Automatic lift-up tray...\$2.95  
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**American Logs.** Contains over 100 pieces. West of Rockies, \$2.09.....\$2.00  
**Prince Valiant Sword & Scabbard.** \$1.98  
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**PERFUME AND COLOGNE SETS.** 4 oz. cologne and 1 dram perfume. Cara Nome, \$3.00 value, \$2.00; Springwood, \$4.00 value, \$2.75; White Mink, \$5.50 value, \$3.75



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**Junior Doctor Kit.** Giant luggage-style kit with wealth of toy medical instruments, **\$1.98**; Dolly Nurse Kit....**\$1.98**



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**Rainbow Hues Stationery.** Hinged cabinet, 48 sheets and envelopes. 12 each of four pastel colors. \$2.00 value, only **\$1.39**

**American Custom Chocolates.** Finest quality creams, nougats, and cordials. 1-lb. box, **\$2.25**; 2-lb. box.....**\$4.50**

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**Steak Knife Set.** Six 8½" stainless steel knives, plastic holder, \$3.98 value, **\$2.98**

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**Stag Gift Set.** Shave Cream, After-Shave Lotion and Talc, handsome gift box, **\$2.39**  
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Ladies' Cowhide .....**\$1.98**  
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Only Gilbey's gin

in the famous frosted bottle

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to make a truly fine gin:

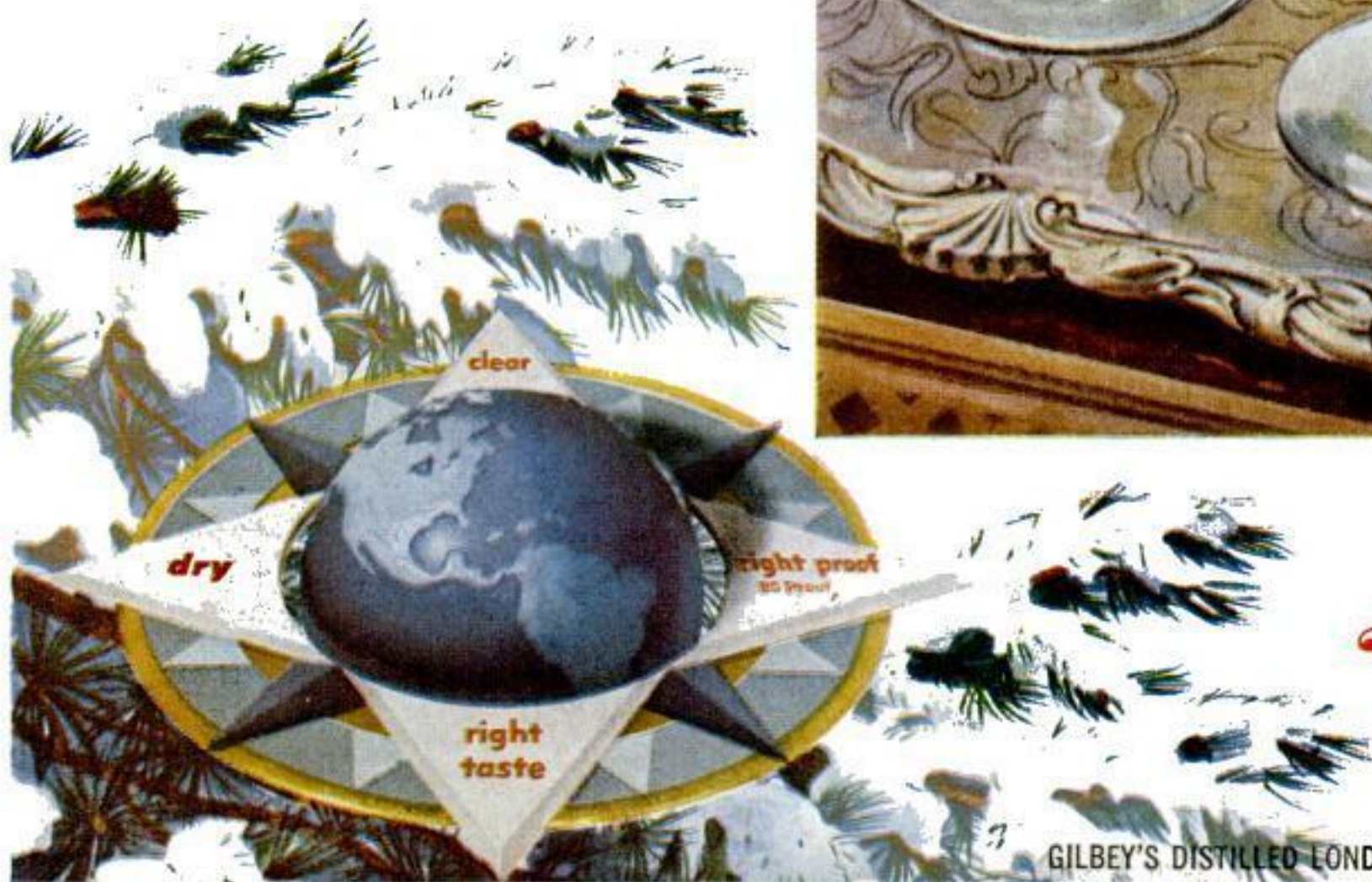
It's **dry**...it's **clear**...

has the **right proof**

for complete smoothness (90 proof)...

and the **right taste**

for perfect blending.



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**"GILBEY'S please"**

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THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.



**INDOOR OUTFITS** are exact copies of GI coveralls, come in velveteen (\$35), gold Lurex (\$35) and in flower-printed cotton (\$17, all Haymaker).



## Coveralls for Company

**EFFICIENT FASHION TURNS FRIVOLOUS WITH A SWITCH IN FABRICS**

The one-piece zip-front coverall, adopted by everyone from Winston Churchill to GIs assigned to dirty work, now appears in a dramatic deviation (*above*). These slicked-up versions were inspired by a pair of GI coveralls worn on TV by Margaret Hayes, a fashion expert turned actress. The show drew so many inquiries

about her outfit that Miss Hayes mentioned it to a designer friend who produced copies cut exactly like the regulation Army style but made in dressy fabrics. Designed for lounging or entertaining at home, they are worn with quantities of jewelry and high-heeled mules. Hardier versions (*p. 164*) are also made for resort wear.



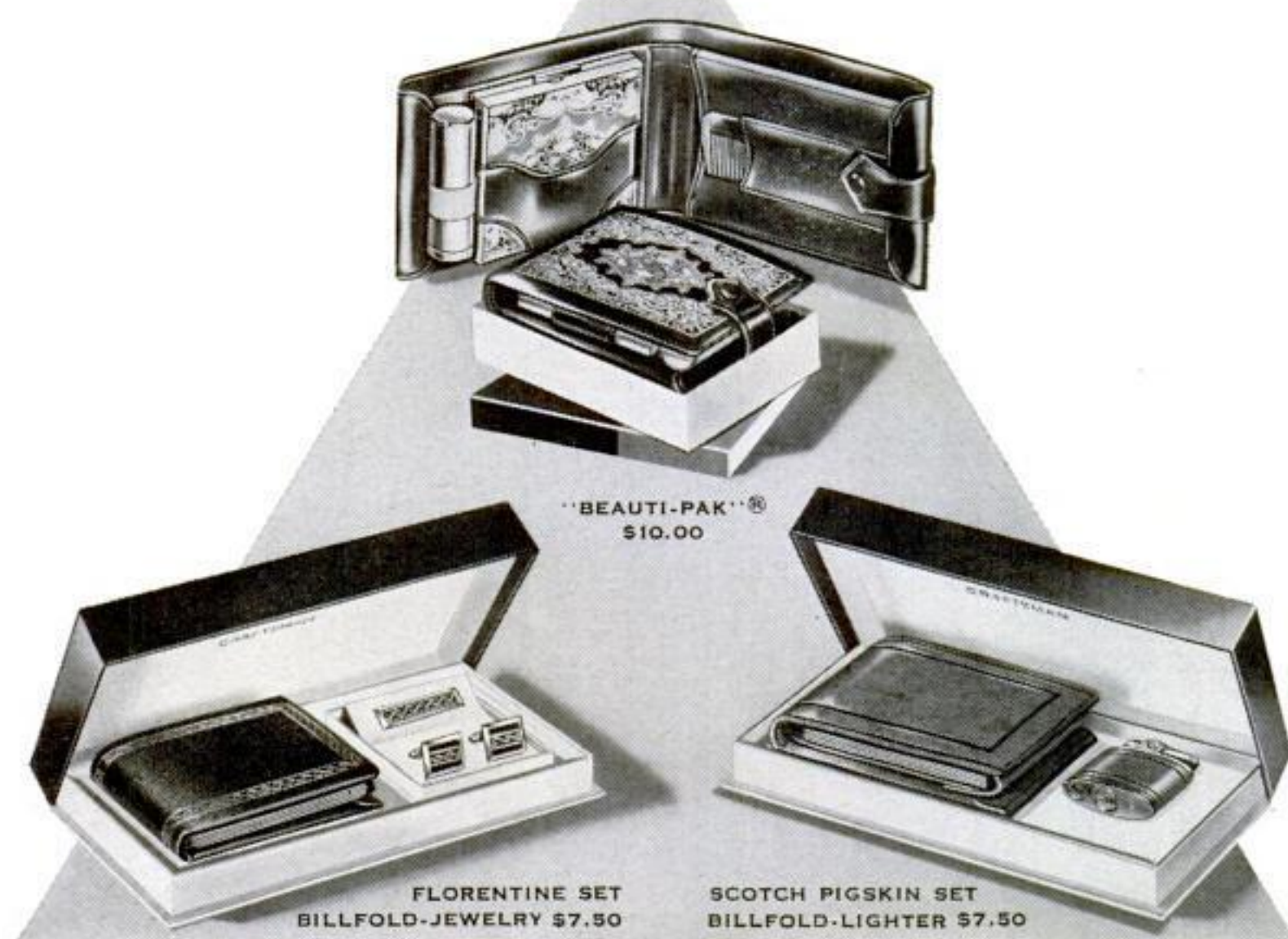


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CONTINUED ON PAGE 164

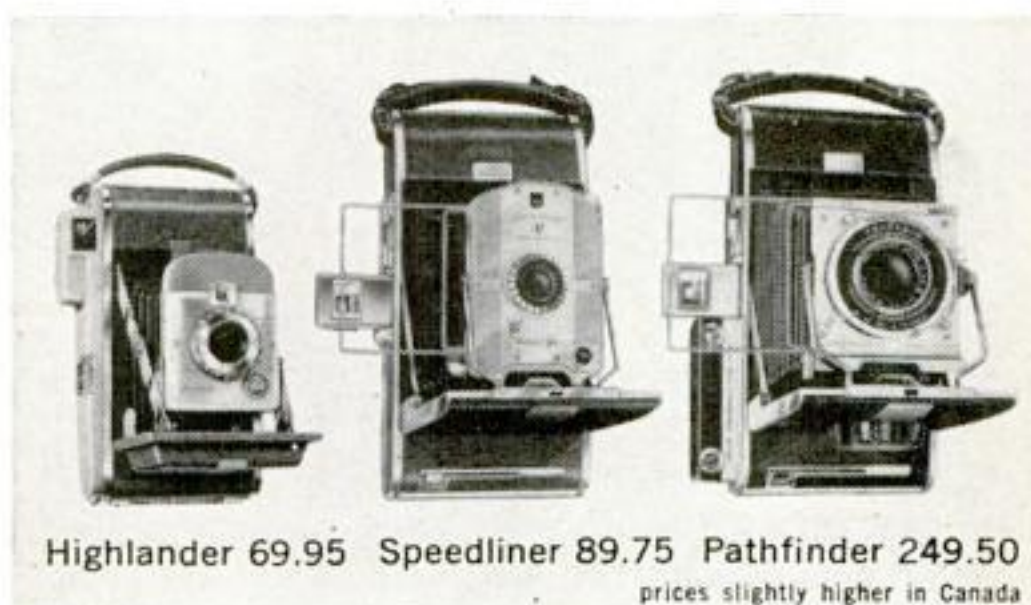





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**Motorola TV, (left)**  
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**Motorola TV, (right)**  
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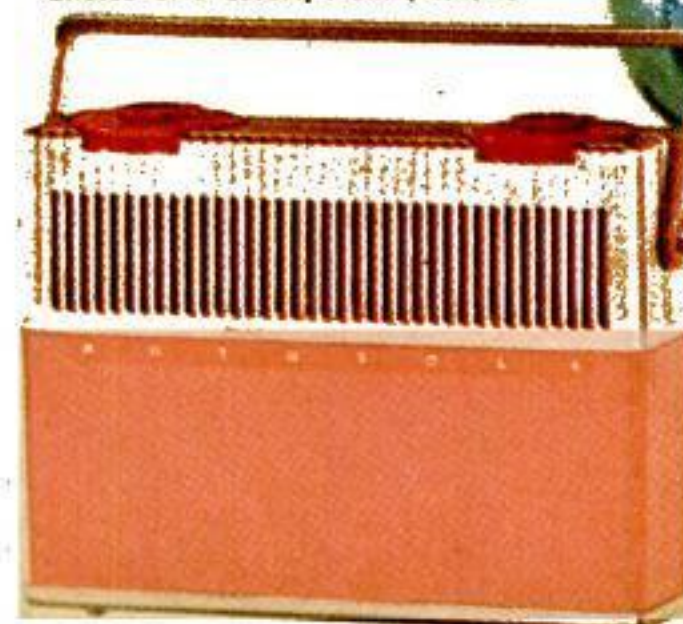


**CLOCK RADIO, Model 55C**  
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**MERRIER CHRISTMAS...**

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**Idea for the Family**....upper left.  
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"Colorola" tuner, simplified "902"  
chassis. Receives the best in Color  
and black-and-white. America's first  
practical big-screen Color TV!

**Idea for Dad**.....top of this page.  
Motorola Masterpiece Hi-Fi Phono-  
graph. Everything the ear can hear!  
True hi-fidelity, in fine cabinetry, at  
new low price. Satisfaction guaranteed.

**Ideas for Everybody**....lower left.  
Motorola TV, with BIG LOOK black-and-  
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Modern/Slant design. Smartest styling.  
Wide range of models from \$129.95.

**Idea for Mom**....top set, upper right.  
New Clock Radio, performs host of  
timing tricks. For kitchen, den, bed-  
room. Trouble-free \*PLAcir chassis.

**Idea for Sis**...second set, upper right.  
Twin Speaker Table Radio, for her own  
room. Two fine \*Golden Voice speakers,  
5-tube performance, smartest colors.

**Idea for Brother**....third set, right.  
3-Way Portable Radio. Coolest thing in  
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life batteries. Tops in portable value!

**Idea for the Family Car**...bottom.  
What's a car without a Motorola Car  
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*"I've no secrets from the man who wears* **Jayson** *"*

SHIRTS, SPORTWEAR, PAJAMAS  
...because they fit to perfection!







PERCHED ATOP A TOADSTOOL, AN ANT PICKS UP A SCENT WITH ITS WEAVING ANTENNAE, TRYING TO IDENTIFY THE INTRUDING BOOT WHICH THREATENS IT

# Toilers That Live Underfoot

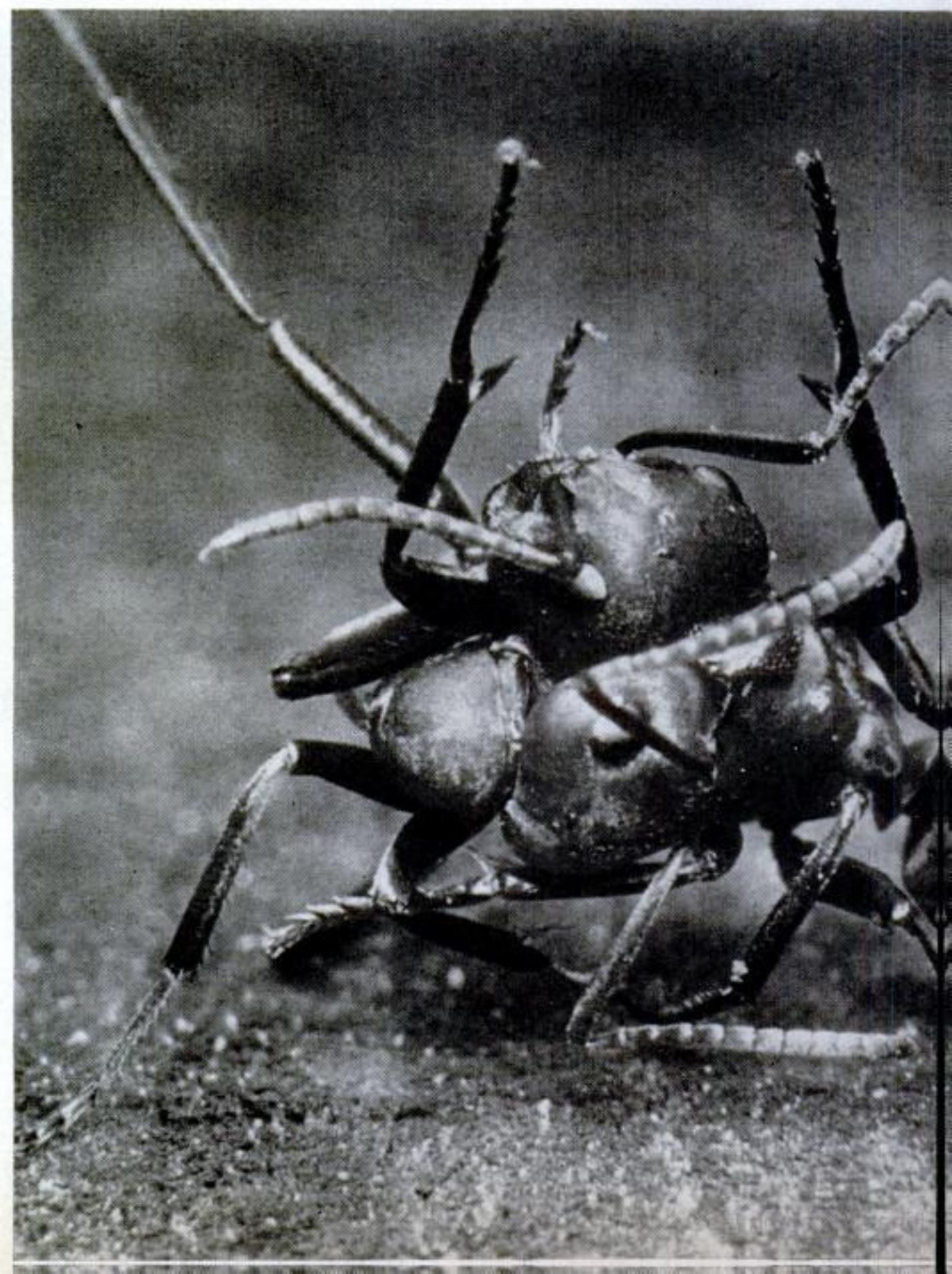
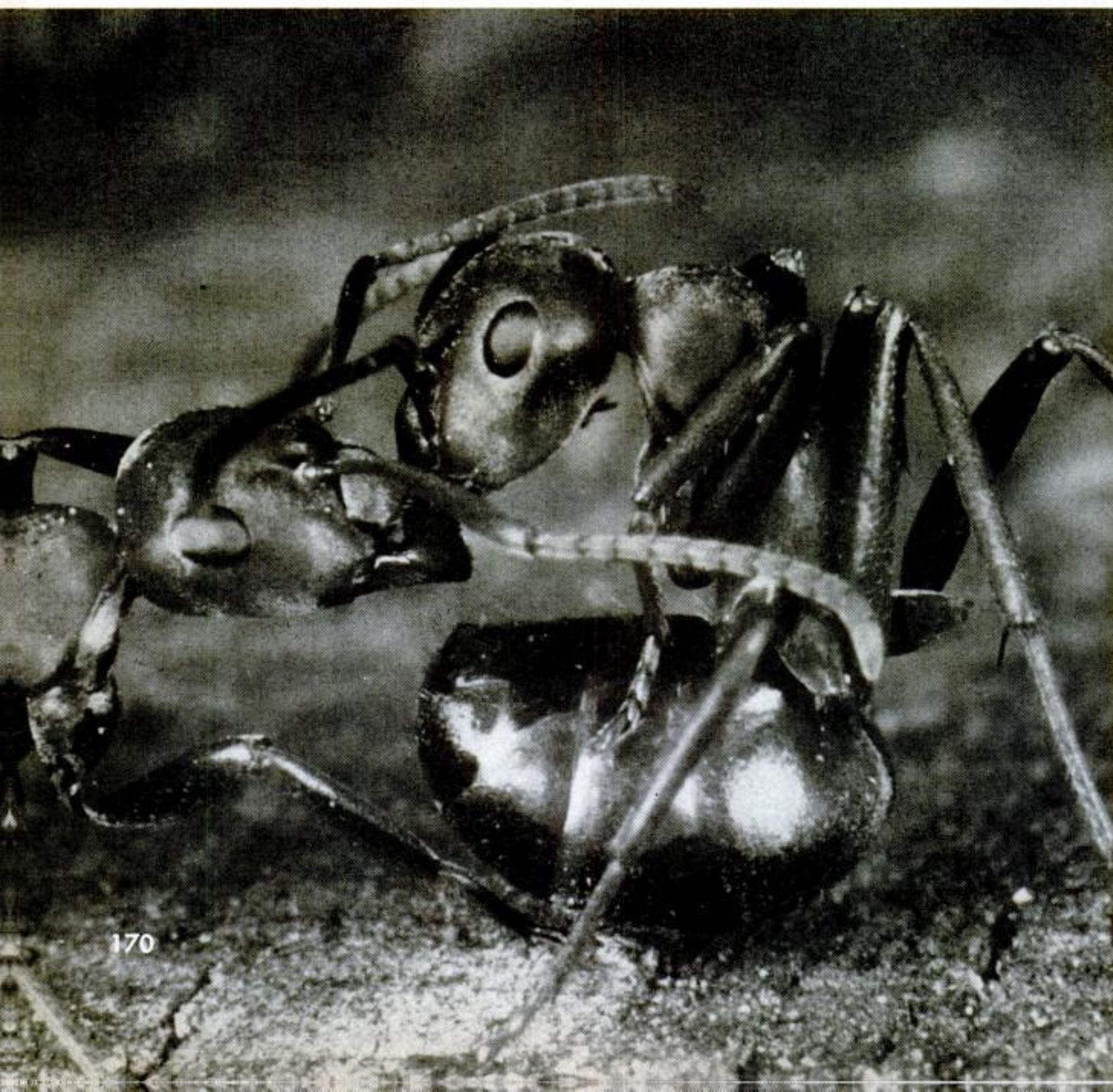
**SWEDISH PHOTOGRAPHER MAKES A REMARKABLE RECORD OF EVERYDAY LIFE AMONG THE ANTS**

Though the ant is as familiar as an old shoe, its colonial life, more complicated than a bee's, is seldom seen. Invading this Lilliputian world, Swedish Photographer Lennart Nilsson spent three months among the mound builders and the carpenter ants whose colonies dot the forests of Europe and whose relatives thrive throughout the world. The mound builders are the oldest socially organized creatures on earth,

for the family to which they belong dates back some 60 million years. Their homes, built of dirt and grass, contain thousands of chambers and passages which extend deep underground. The carpenters live in logs, cutting out a labyrinthian home with their sharp mandibles. But whether in mound or in log, the teeming life of the ant world is the same and is revealed in the remarkable pictures on the following pages.

CONTINUED ON NEXT PAGE 169

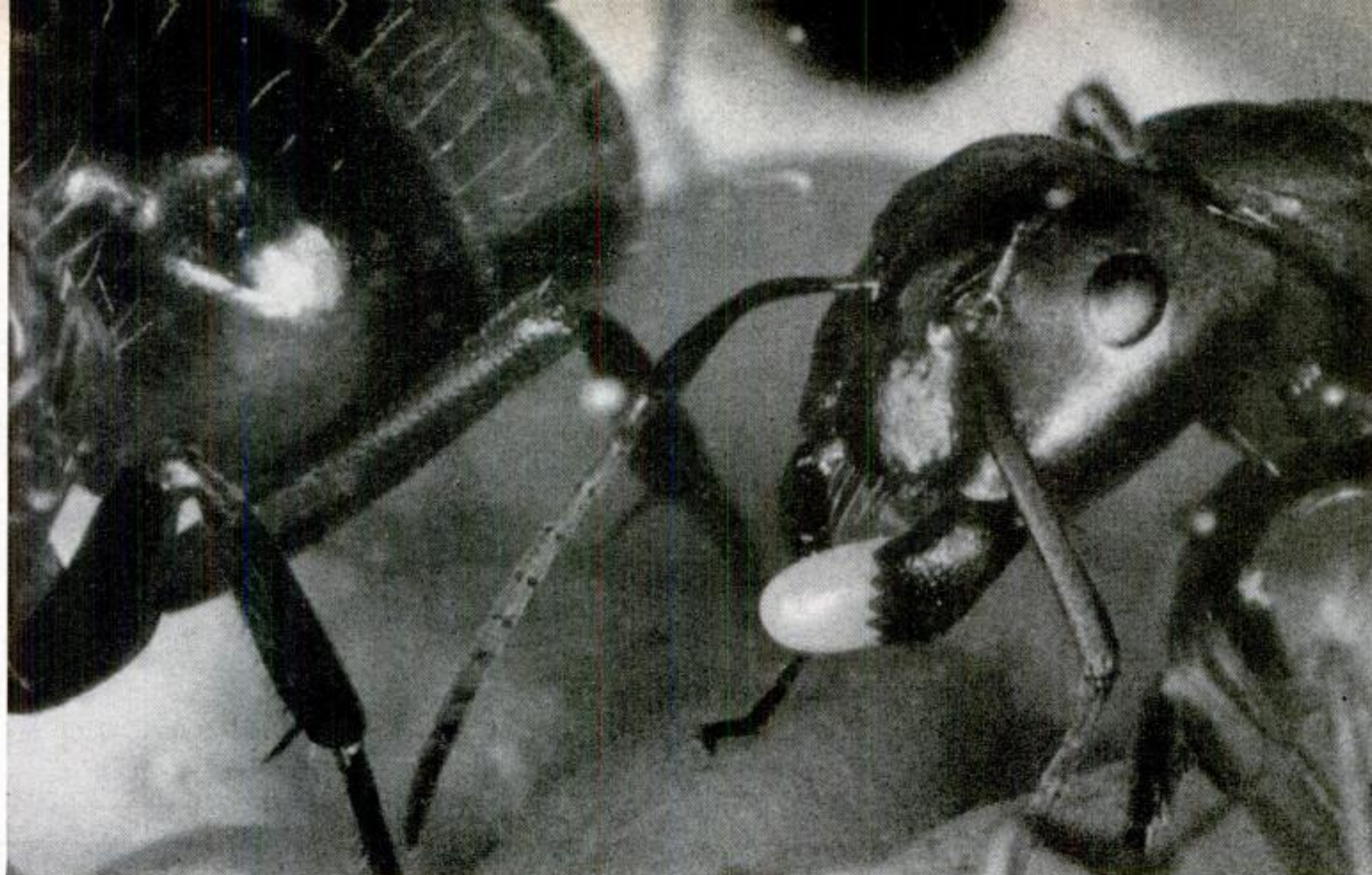






**LAYING EGG** (*left*), the queen rests on cocoons, attended by nurse ants. Nurses move eggs up in mound in warm weather, down when it grows cold.

**CARRYING EGG**, ant nurse (*right*) prepares to put it with the others. Nurses lick eggs, which have tasty coating. This keeps them free of fungus.

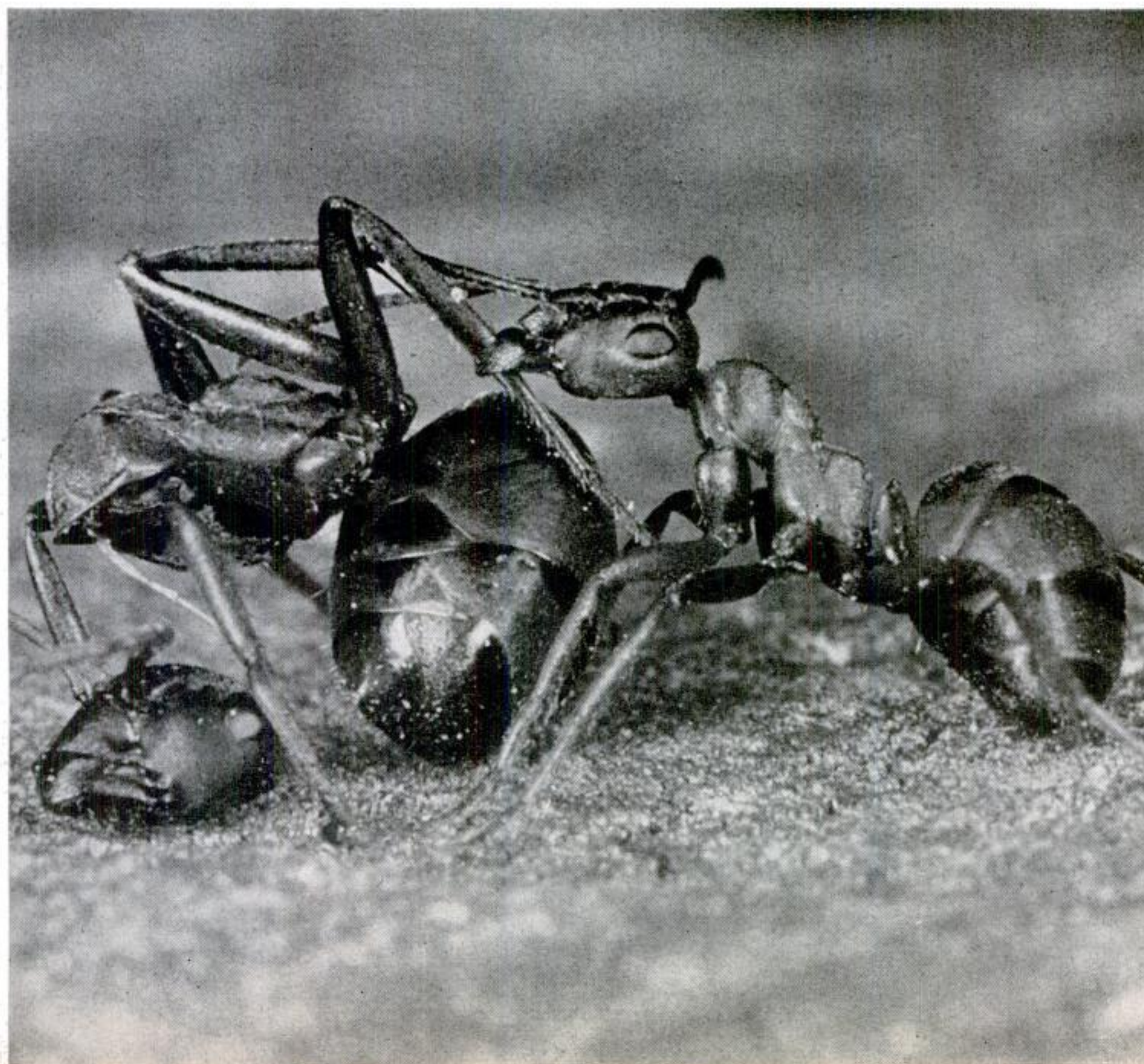


## WHILE QUEEN LAYS EGGS THE WORKERS FIGHT

Each ant colony is established by a queen, hatched in some previous colony. Twice the size of other ants and equipped with wings, the queen takes off on her marriage flight, accompanied by winged males. Fertilized, she lands, pulls off her wings and lays her first brood of workers, which begin to build the mound. All summer long the queen continues to produce eggs. The smallest offspring are nurses who care for them. Larger are workers, who forage out in all directions, following trails of scent they have laid to sources of food. There they gather nectar and kill beetle larvae (*p. 172*). Meeting a hostile ant, they will fight. Or if the mound is invaded the largest workers, the soldiers, come to its defense. Then the queen and some of the workers go into hibernation. Still fertile, she lays more eggs the following summer to replenish the colony. After about five years she lays the first eggs destined to become queens like herself. Her fertility continues for another decade before she dies.



**SETTING UP** beside a big mound, Photographer Nilsson prepares to take picture. He photographed the colonies both outdoors and in laboratory.



**MORTAL COMBAT** is waged continuously about the ant colonies. In picture at far left the worker at right twists abdomen to squirt paralyzing formic acid. At center a soldier takes on an invader. At right dying ant grasps leg of another it decapitated.

CONTINUED ON NEXT PAGE 171



## GENTLE EX-LAX HELPS YOU TOWARD YOUR NORMAL REGULARITY



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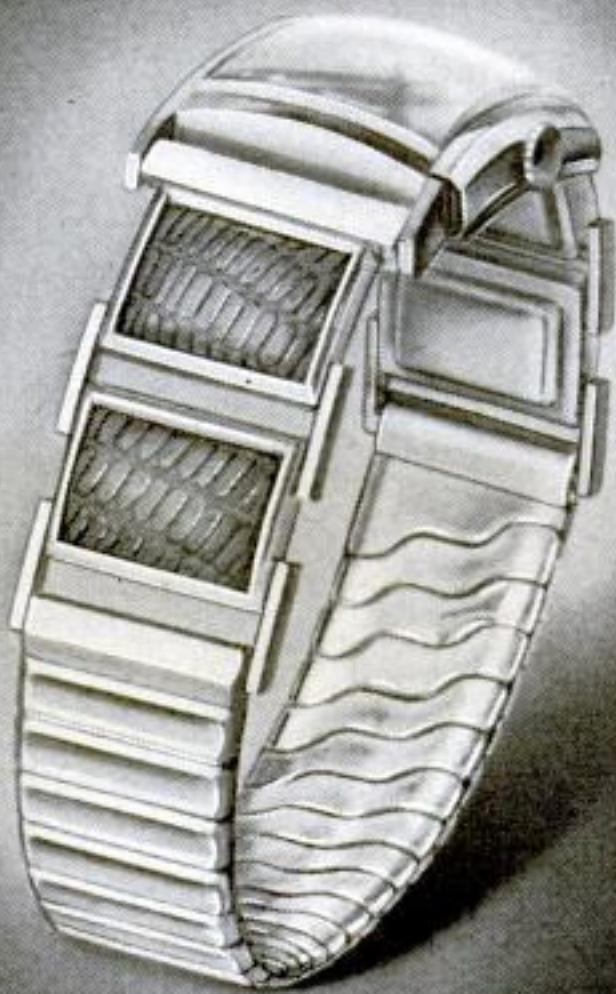
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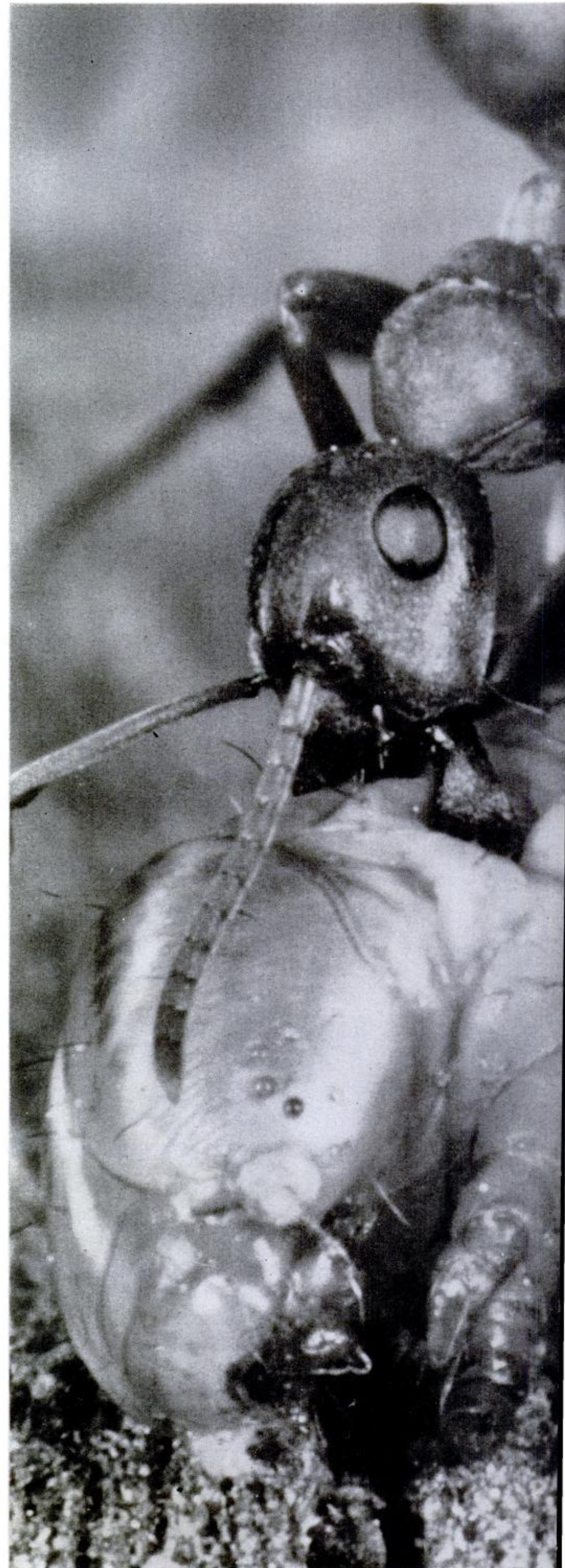
Insist on the only watch bands with an Unconditional Repair Guarantee—

**FLEX-LET**

America's Most Beautiful

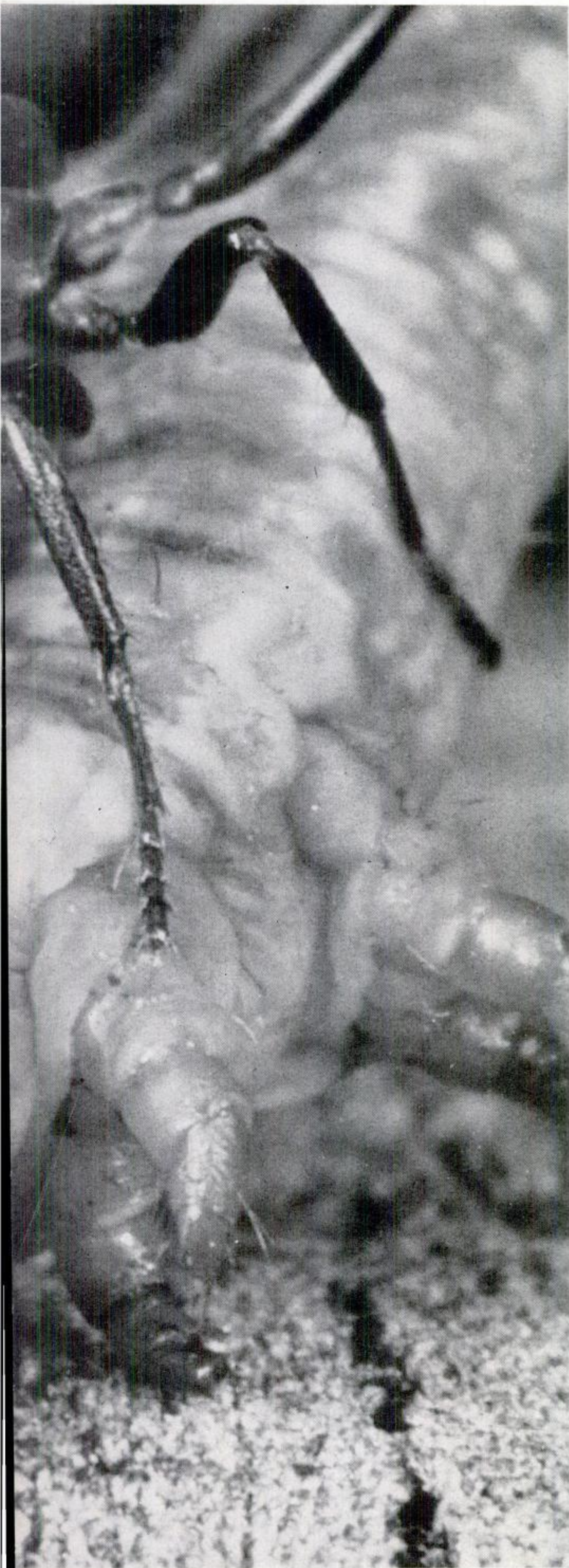
**WATCH BANDS**

580 FIFTH AVENUE, NEW YORK 36 • CANADA: NORLÉ LTD., MONTREAL

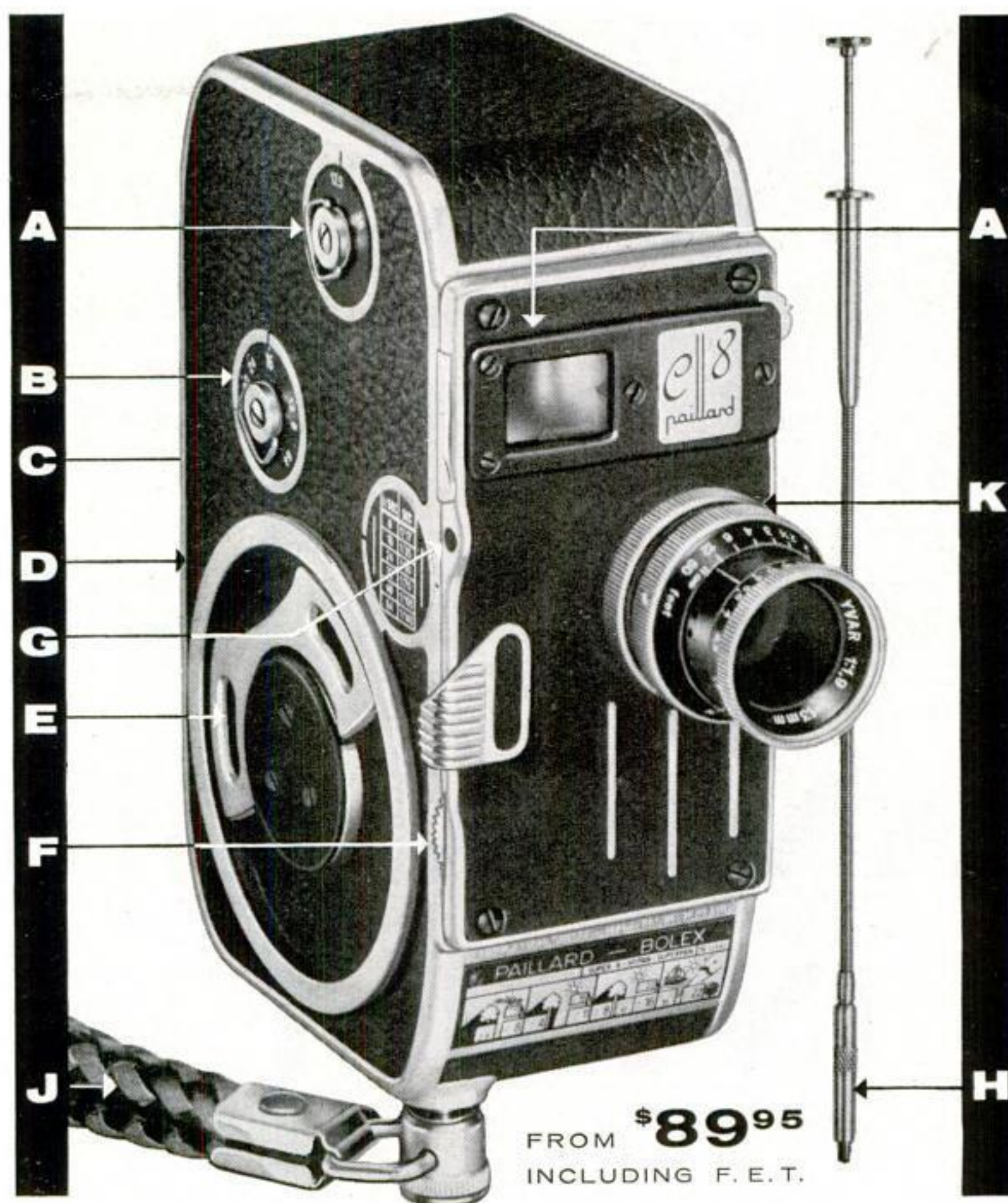


**ATTACKING A LARVA** of a beetle, worker ant straddles it and punctures its skin with its powerful mandibles. It will then squirt formic acid from its





abdomen into the wound, paralyzing the larva. Afterward, other ants will help drag the grub back to the mound where ant larvae will be fed its juices.



## Take this ad with you and compare the **BOLEX C-8** with any other 8mm movie camera

You'll instantly see that the Bolex offers more value for each dollar than any other camera made. Feature for feature, it offers more than any of the cameras listed below, all made by leading camera companies and *all costing more than the C-8 — up to 65% more!* The Bolex C-8, with F:2.5 fixed focus lens, is priced at \$89.95 (the B-8, with turret for two lenses is priced from \$119.50 and up). Paillard has a 140 year tradition of making fine Swiss mechanisms — and that means value for you. See your Bolex dealer — and compare camera values.

	FEATURES	BOLEX C-8	CAMERA				
			A	B	C	D	E
<b>A</b>	Optical zoom-type finder	•	•				
<b>B</b>	Speeds from 8 to 64 frames/second	•					
<b>C</b>	Footage counter next to viewfinder	•					•
<b>D</b>	Morocco leather body	•	•			•	
<b>E</b>	Ratchet winding	•					
<b>F</b>	Continuous-run lock	•	•			•	•
<b>G</b>	Single-frame filming, titling	•		•		•	•
<b>H</b>	Cable-release standard equipment	•					
<b>I</b>	Instant stop on run-down	•		•			•
<b>J</b>	Removable leather wrist strap	•		•			•
<b>K</b>	Standard D mount	•			•	•	•
<b>L</b>	Spool-loading economy, reliability	•		•	•	•	

See for yourself! Go to your Bolex Dealer's store. Be sure you look for the Bolex Franchise symbol (it's a sign of store quality, too). No other camera offers greater value than the Bolex — none in its price range offers anything like the quality, the features, the ease of filming. For a fully descriptive bulletin send coupon.



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**Former secret agent explains  
how Russians made blackmail  
a weapon for Communism**

# **RED FRAUD AND INTRIGUE IN FAR EAST**

**by YURI A. RASTVOROV**  
*Former Lieutenant Colonel of the MVD*

---

The author of this article, the second of three, writes from firsthand knowledge obtained as a high-ranking secret service agent in Soviet intelligence. Having described in last week's issue of *LIFE* how Stalin's heirs nearly fought a civil war in Moscow's streets over the succession to power, he now reveals hitherto unreported facts about Russia's activities in the Far East, including the Korean war and espionage in Japan.

---

**I** FIRST began to hear about Soviet war preparations in Korea in the summer of 1949. At the time I was in Moscow awaiting reassignment to Tokyo, where I had served as an intelligence agent during 1946. In Moscow we all knew that there had been a steady build-up of the North Korean army since the country's partition in 1945. We also knew that many Korean immigrants in the Soviet Union, people who had originally settled around Vladivostok and had been moved to the Kazakhstan area before and during World War II, had been sent back to North Korea. With them had gone a group of Russianized Korean officers from the intelligence services and the Red Army. Their leader was Kim Il Sung, who became chairman of the North Korean People's Government in 1946. Great quantities of World War II Soviet tanks, guns and other war material had been left in North Korea. Hundreds of Russian military instructors had been sent there. Some of these whom I knew had returned to Moscow with high praise for the North Korean soldiers, especially as artillerymen.

Later in 1949 I realized that something was imminent when friends in the ministry of foreign trade told me that large shipments of medical supplies were being sent to North Korea. As we were still short of these same supplies in Russia, their dispatch to Korea could have only one meaning.

On July 7, 1950, the second week after the Korean war had been launched, I got my orders to return to Tokyo. I traveled across Siberia with my friend Konstantin Nikishov, son of Lieut. General Ivan Nikishov, commandant of Soviet slave-labor camps in the Kolyma area. Young Nikishov was typical of the gilded youth of the late Stalin era, who attempted to wangle soft jobs while living off the accumulated prestige and property of their politically successful parents. In Vladivostok we visited one of Nikishov's friends, the son of Lieut.

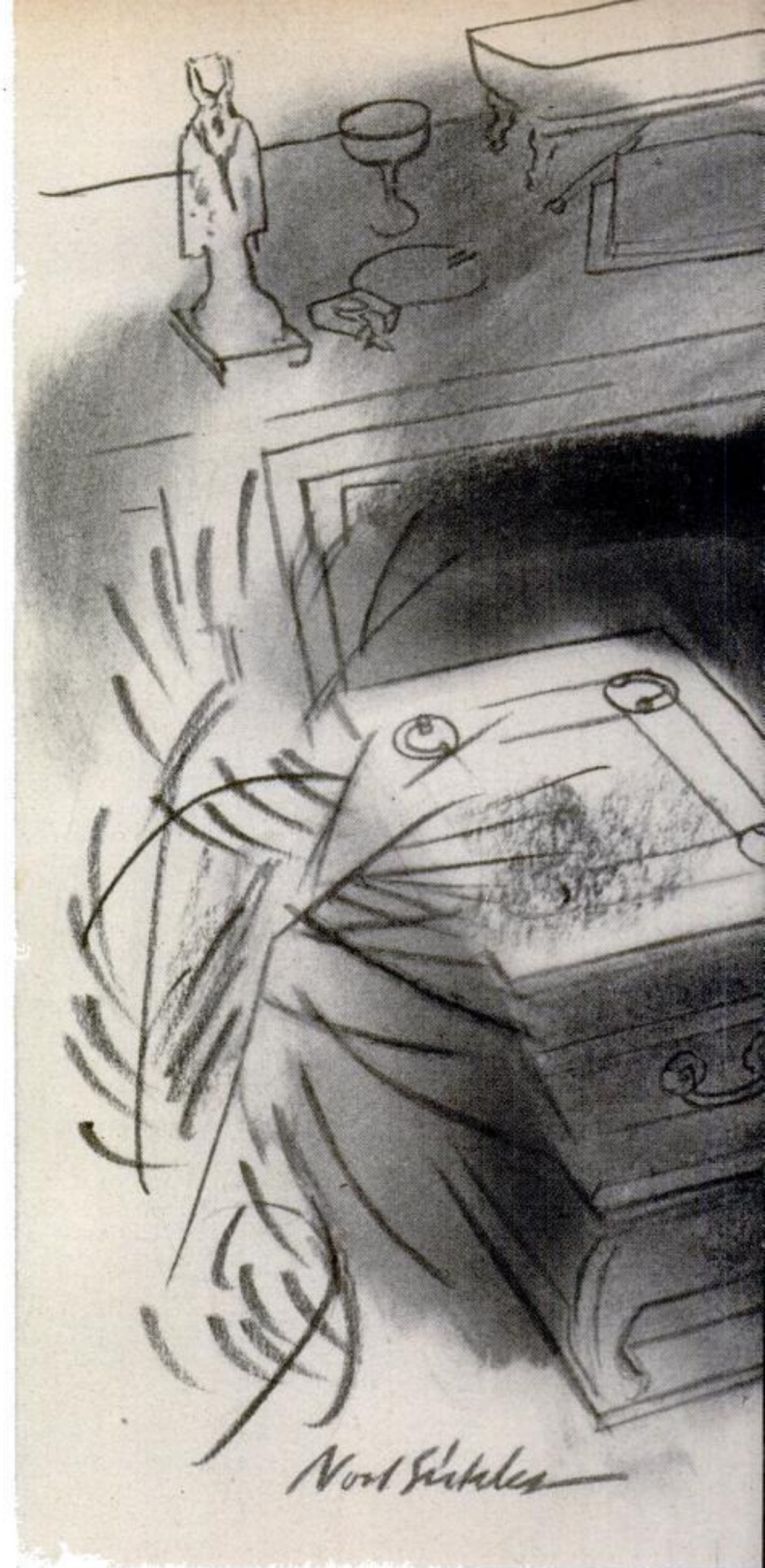
General Mikhail Gvishanyi, chief of secret intelligence in the area. While berating the Americans and telling us they would soon be destroyed in Korea, young Gvishanyi offered us American and British liquors, American cigarets, and even cola drinks. He wore an American sports jacket, drove an American car and liked to listen to jazz on his American phonograph. He boasted that he had gotten many of these items from sailors off American ships in earlier days. "They're like children," he said. "We'll soon push them out of Korea and into the sea."

## **The Americans destroy the timetable**

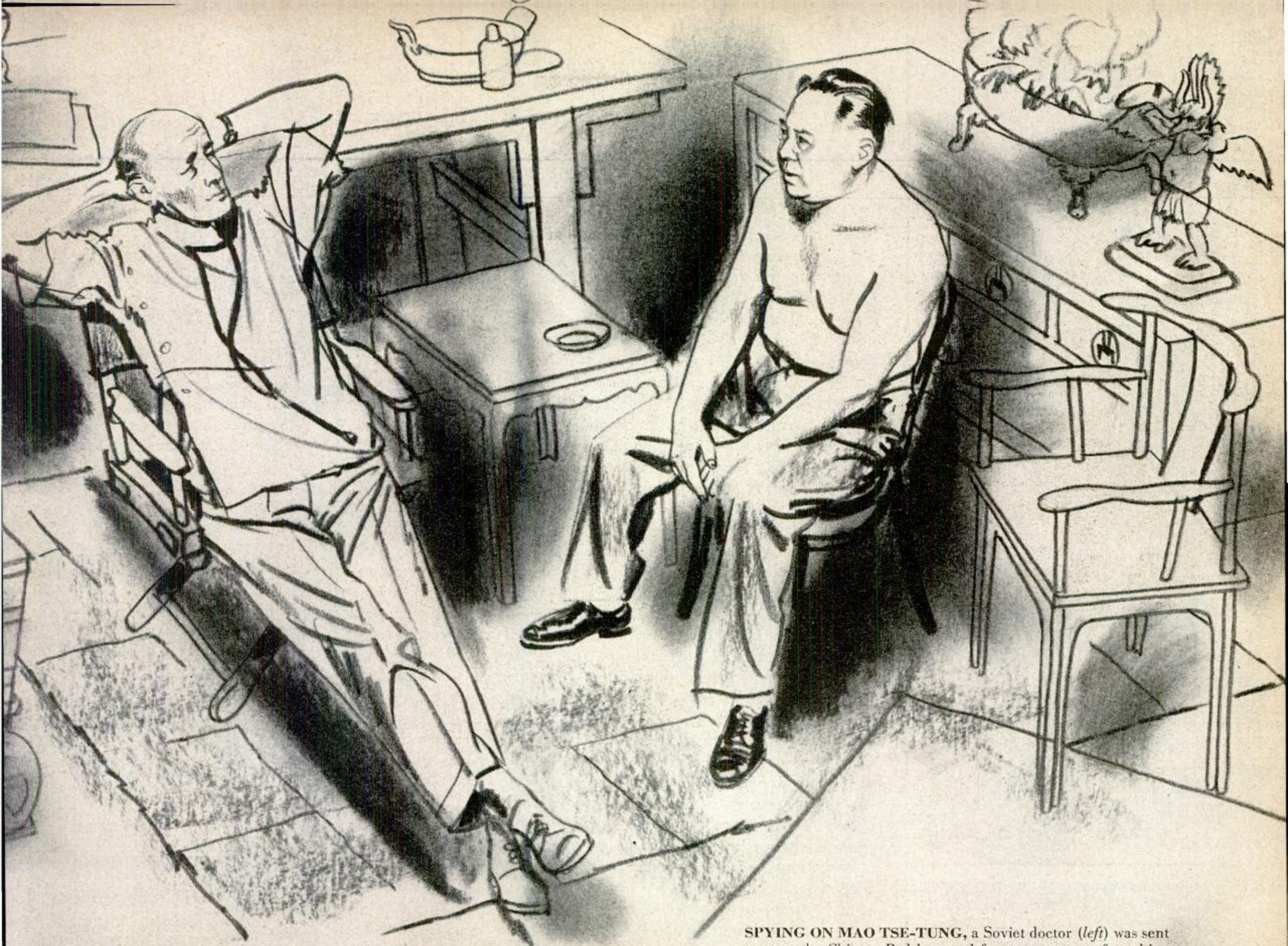
**B**Y the time I arrived in Tokyo the North Korean spearheads were coming to a halt west of Pusan. After MacArthur's spectacular Inchon landing we were ordered to step up espionage work on the Americans in Japan. Moscow wanted to know everything possible about U.S. troop dispositions, weapon stockpiles and especially any news we could get on atomic armaments.

In December MacArthur's push northward had been stopped by the sudden and massive Chinese intervention. Not until the next March did I discover all that had gone on since the war's outbreak. That month there arrived in Tokyo Colonel Pyotr A. Shibaev, counselor of the ministry of foreign affairs of the Soviet Union, one of Stalin's confidential troubleshooters in the Far East, and the man who had been chargé d'affaires at the Soviet embassy in Peking during 1950. I was assigned to help him try to get the full text of the Japanese peace treaty which John Foster Dulles was then negotiating.

Shibaev was a dynamic man of about 50 who kept his aides hopping and the wires to Moscow sizzling. His one weakness was alcohol.







**SPYING ON MAO TSE-TUNG**, a Soviet doctor (*left*) was sent to treat the Chinese Red boss and ferret out secrets from him.

He had had trouble with the Central Committee about this, and before he had been sent to Tokyo he had had to pledge that he would never touch the stuff again. I learned from Nikolai Krinitsin, one of our staff members who had traveled with him across Siberia, that Shibaev had kept his vow until the train pulled out of the Moscow station. After a couple of drinks Shibaev often became garrulous, and told me all sorts of details not only of the Korean affair but of other tasks he had carried out for Stalin, which included a mission to build up the military strength of Ho Chi Minh in Indochina and kidnappings and assassinations in Sinkiang.

As for Korea: "It was Shtykov," Shibaev began one day, "who was mostly responsible for selling the idea that South Korea could be had for the taking." Col. General Terenty F. Shtykov had been head of the Soviet occupation forces in North Korea and after their withdrawal had become Soviet ambassador. As a protégé of Andrei Zhdanov, a man who until his death in 1948 was groomed as Stalin's heir, Shtykov had succeeded in making himself the virtual viceroy of North Korea.

The operation was planned as purely a Soviet-North Korean affair, and although the Red Chinese were kept advised there was originally no question of their participation. Moscow had assumed throughout that there was no chance of the United States sending reinforcements to Korea, since the only U.S. troops in the Far East were four poorly equipped, understrength divisions in Japan.

To guide the operations of the North Korean forces, to provide military supplies and to deploy some 10,000 Russian technicians and officers in the war zone the Soviet army had set up a special headquarters in Manchuria with a direct line to Moscow. From this headquarters Soviet pilots also were assigned to the front. Although

under orders merely to observe U.S. air tactics and not to make sorties into enemy territory, many of these fliers were later secretly decorated for their combat exploits.

When U.S. intervention upset the timetable, the hapless Shtykov was deprived of his rank and all his decorations and sent to a remote province as a party functionary. His name never again appeared among the list of the many army deputies in the Supreme Soviet, nor has it been mentioned at all in the Soviet press in recent years. Shibaev told me that he thought Shtykov had been lucky to escape with his life.

As the U.N. forces began to drive toward the north, Stalin, who had no intention of risking a third world war by openly committing any Soviet forces, began to dicker hurriedly with Mao Tse-tung. Shibaev, as liaison man, was in a ticklish spot.

### **Mao drives a hard bargain**

**T**HAT devil Mao was at first very reluctant to help us," Shibaev said. "He said that it was not a problem for the Chinese. But Comrade Stalin continued to press him. Mao kept on insisting that the Chinese lacked gasoline, planes, artillery and what not. The two of them were firing stiffer and stiffer messages back and forth between Peking and Moscow. Finally after long argument they reached an agreement but only after Stalin promised China all kinds of aid. It'll cost us billions."

A colonel on the Soviet general staff gave me an interesting side-light on the Russian relationship with Mao. Before the Chinese Reds had come to power, members of the Soviet mission aiding them were under instructions to spy and report on the Chinese leaders. In



## Mao gets choice of doctors so long as they're spies

the case of Chairman Mao this presented a special problem and a special opportunity.

After Mao married his present young wife he was showing signs of waning vigor. His Chinese physicians could do nothing for him. Soviet intelligence decided to assign him a special physician, Colonel P. An excellent doctor but an abominable spy, the colonel helped Mao, but his reports did not satisfy Moscow. He was sent home, to the great displeasure of Mao. His replacement turned out to be an efficient spy but a poor medico. After a few visits, Mao would have no more of him, and demanded the return of his friend Colonel P. Moscow gave in, and although the cause of espionage suffered slightly, amity was preserved.

This cozy relationship between Moscow and Peking became badly strained as Mao watched his crack corps being bled white in Korea. It was then that Stalin decided to start truce discussions through his U.N. envoy, Yakov Malik. However, because he clung to the hope that the Chinese might still achieve a breakthrough, Stalin ordered the negotiations dragged out as long as possible.

As the truce talks went on, it became apparent that the whole Korean adventure had been one of Stalin's worst blunders. Soviet army leaders realized that China was not prepared for a long war with a major power and could not be so prepared on short notice. Indeed, some of us wondered why the U.S. did not push the Korean war to a victorious conclusion. Had it done so, I believe that Stalin would have relinquished the entire peninsula without further Soviet intervention. His 4,000-mile line of communication to Korea was already overtaxed. His Far East air force was weak and the Soviet Pacific fleet vulnerable. And over all hung the threat of U.S. atomic weapons, for which he had tremendous respect.

At the end of 1950 Soviet atomic strength was as much bluff as reality. Moscow's ambiguous announcements about atomic explosions we discounted as mainly propaganda. For us in Japan, news of U.S. atomic activities had highest priority. Moscow had got some tips that A-bombs from the United States were being shipped to Korea and many Soviet leaders feared that they might suddenly be used.

The Soviet's fear of U.S. atomic attack was probably partially responsible for the famous "bacteriological warfare" campaign which began in 1951. Moscow ordered our mission in Tokyo to collect through the channels of the Japanese Communist party all possible evidence that the United States was planning to start a

CONTINUED ON PAGE 178



AT KOREAN WAR RALLY in 1950 Soviet Proconsul Shtykov (right), Russian strategist in Korea, joined North Korean Premier Kim Il Sung (left), Peking's Kuo Mo-jo (center) to forecast victory that U.S. intervention blocked.

A bright way to remember  
your pipe-smoking friends!

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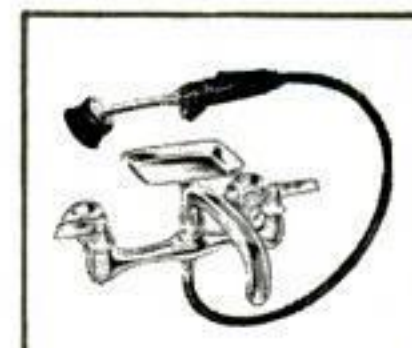
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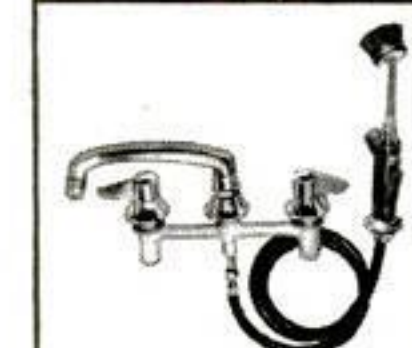
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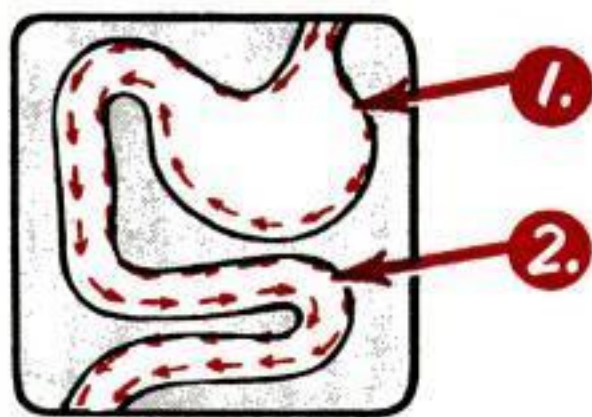




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*Indigestion? Nausea? Diarrhea?*

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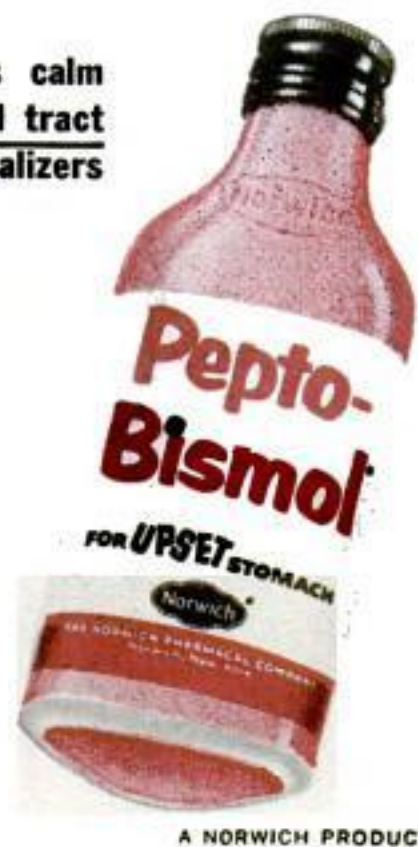


Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

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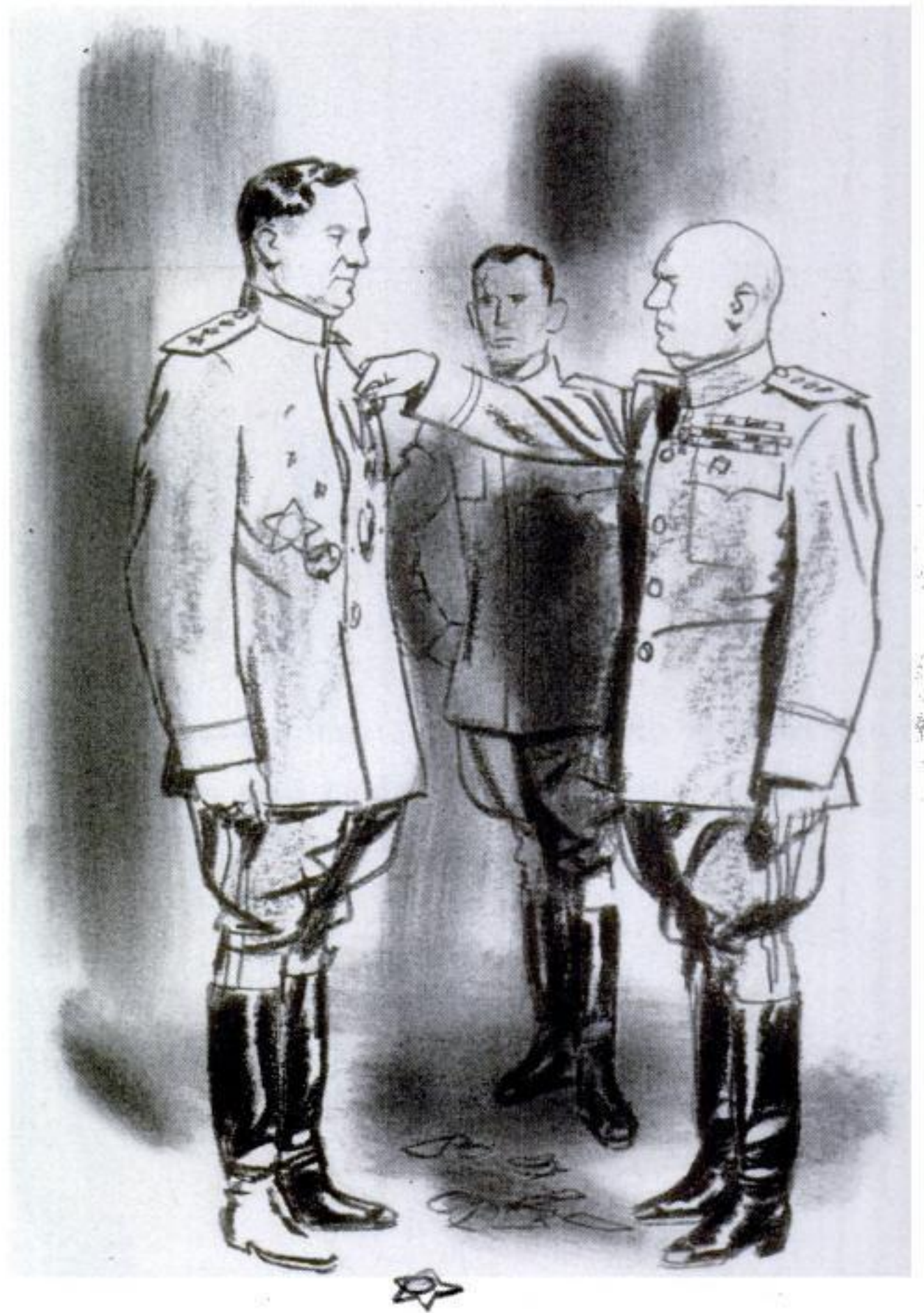
No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



**Take Hospital Tested**

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*...and feel good again!*



**KOREAN WAR SCAPEGOAT** General Shtykov (left), Soviet commander, did not foresee U.S. reaction. For this he was stripped of rank and decorations.

### RED FRAUD IN FAR EAST CONTINUED

germ war offensive. The Japanese Communists came through with a "document" of some 20 pages.

As I translated this paper into Russian for Moscow, I could not help laughing at some of it. Even my chiefs found various items impossible to swallow. One charge was that the U.S. Army had been purchasing Japanese corpses which were shipped to an American hospital in the center of Tokyo for experiments in extracting bacteria.

Behind this campaign, as behind all Soviet espionage and propaganda activities abroad, were long-range foreign policy objectives—in this case, to justify dragging out the Korean truce negotiations and to hinder John Foster Dulles' efforts to conclude a Japanese peace treaty.

Whatever the immediate objective, top members of the foreign ministry, including Molotov himself, take a constant and direct hand in espionage and propaganda activities. Many of the leading Soviet diplomats—such as Alexander Panyushkin, who served as ambassador to the U.S. from 1947-1952; Konstantin Rodionov, ambassador to Sweden; A. P. Kisenko, who took over command in Tokyo in 1950; Nikolai Roshchin, former ambassador to Communist China; and others—have been fully schooled in the arts of espionage.

The germ warfare campaign was not the first instance that I witnessed of Soviet falsification. During World War II, I had firsthand evidence of how two Americans, Wendell Willkie and Henry Wallace, became the victims of elaborately planned deceptions.

I took part in the first of these, which involved Willkie. In 1942 a group of us were called away from our training at a special army school at Stavropol-on-the-Volga for a special mission at a *Sovkhoz*, a state farm, some distance away. Our task, we learned, was to stage a proper welcome for Willkie, then making his famous round-the-world fact-finding trip for President Roosevelt.

I discovered that I had been picked because I owned civilian clothes, since we were to play the roles of farm laborers. We

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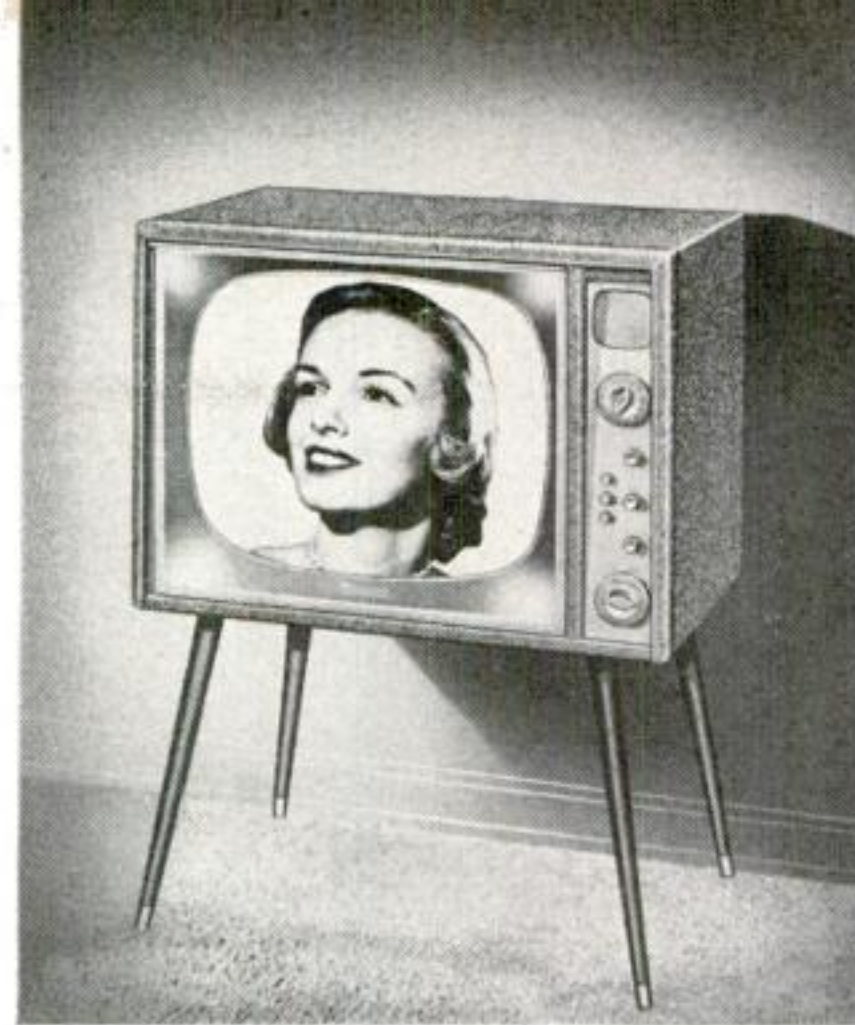




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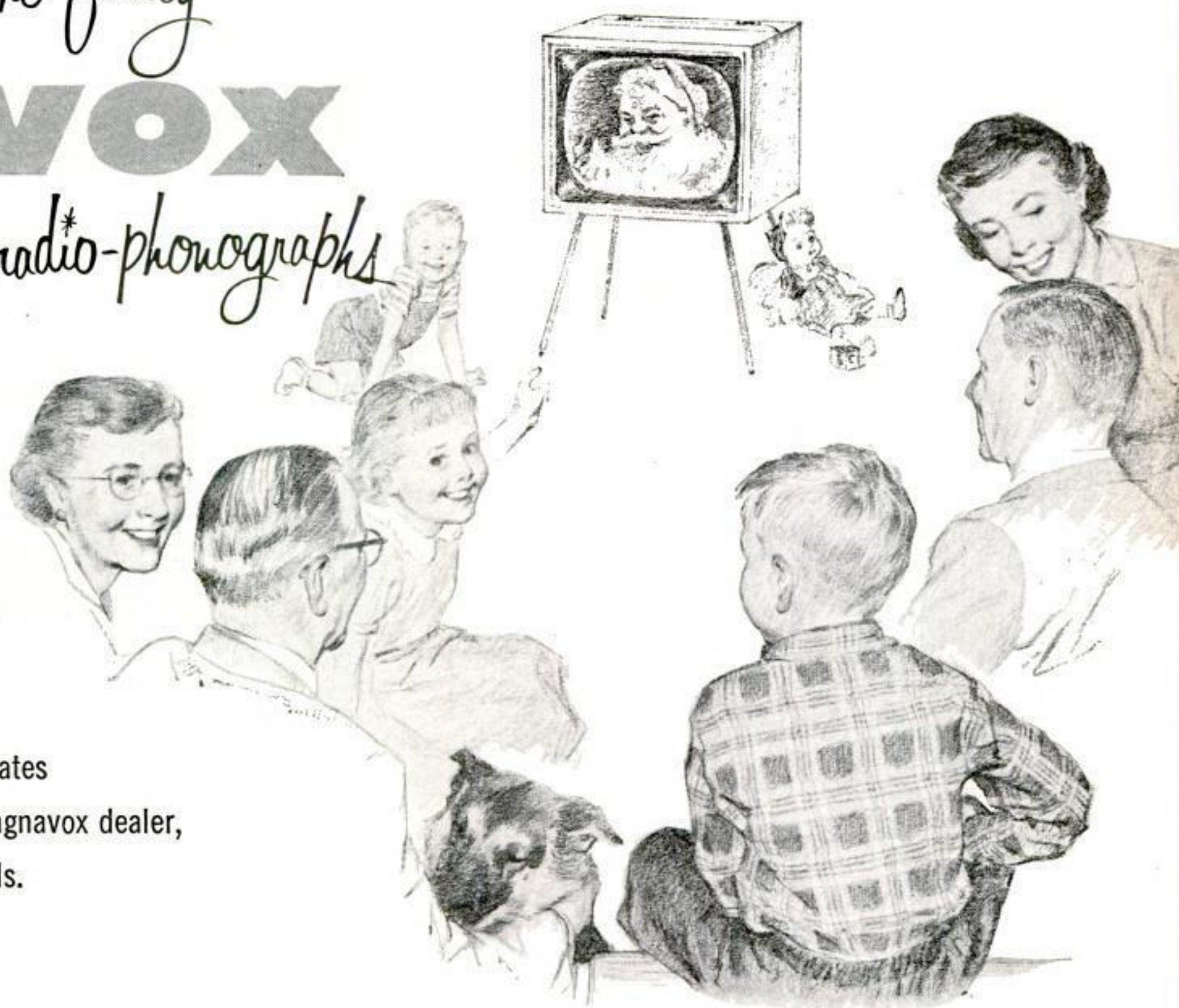
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## Willkie sees a phony farm, Wallace a faked 'TVA'

arrived at the 8,000-acre farm some weeks ahead of Willkie. The younger men at the *Sovkhoz* had gone off to war, leaving a gaunt and shabby looking lot of old men and women to work the fields. Our brigade was ordered to clean up the barns and stables, tidy up the grounds and repair the roads. Next we helped to unload a fantastic array of provisions—caviar, seafood, whisky and champagne—all apparently for the purpose of making our visitor believe that such items were commonplace around a *Sovkhoz*. Before Willkie got there we were told to try to keep out of his way, but should he encounter us to do everything to make him think that what he saw was normal.

Willkie finally arrived aboard a beautiful Volga River steamer with his retinue of American officials and Russian escorts. We were disappointed when he did not stay long enough to run into our little squad. But our disappointment was more than made up for when we discovered that he had already been elaborately dined aboard the steamer and hence paid almost no attention to the vast spread that had been laid out for him. As soon as his steamer had cast off, the official welcoming committee dashed like wolves to join us starved "farmhands" as we swarmed through the kitchen and dining room devouring everything in sight. Some of my comrades drank themselves into a stupor.

The falsification perpetrated on Vice President Henry Wallace during his 1944 visit to Magadan in northeastern Siberia was more serious. He had been received there by General Nikishov and it was from Nikishov's son that I heard about the incident.

Young Nikishov laughingly told me how enraged his father had been by Moscow's order to remove from sight not only all the slave laborers but all the barbed wire prison compounds along the route laid out for the Wallace party.

Among those escorting Wallace was Grigori Dolbin, assigned to him as a foreign office "protocol man." Dolbin, whom I knew, had actually served as a Soviet intelligence agent at our embassy in Washington. He later told me what a hard time he had had in keeping track of Wallace in Siberia. Once the vigorous vice president had set off up a hill at a good clip with the breathless Dolbin in pursuit. Dolbin had caught up just in time to prevent Wallace's seeing the remains of one of the slave-labor camps.

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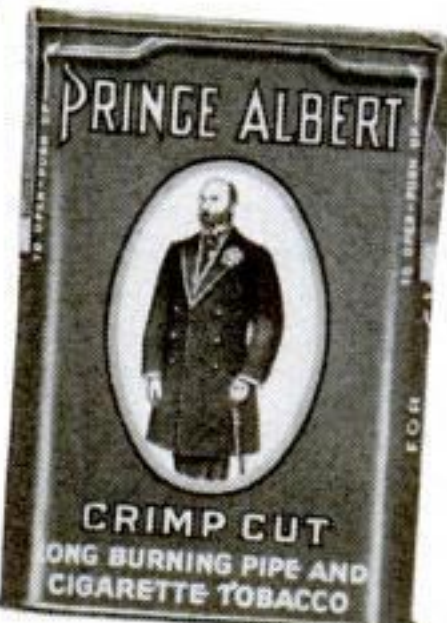
STRAYING VICE PRESIDENT Henry Wallace (left) was pursued during 1944 Siberian tour by Soviet escort who feared he might see slave-labor camps.



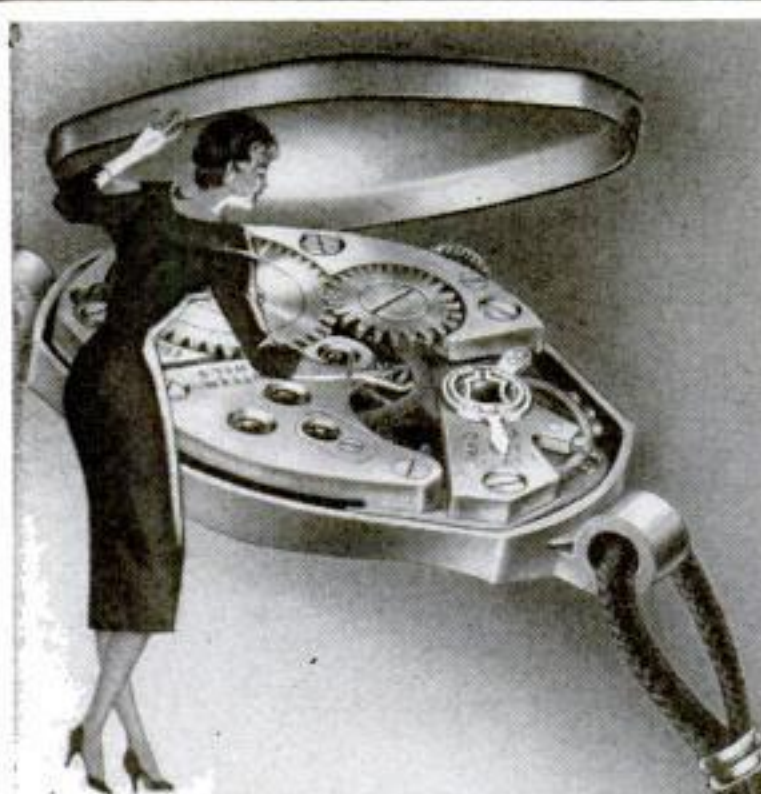
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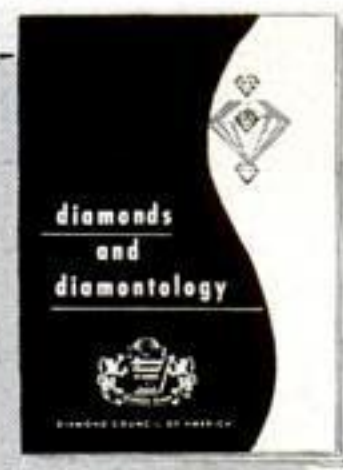
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## RED FRAUD IN FAR EAST CONTINUED

The younger Nikishov had described the Kolyma mines to me as an arctic purgatory where men perished by the tens of thousands. As a result of Soviet stagecraft, Wallace in his book, *Soviet Asia Mission*, genially described General Nikishov as the director of "a combination TVA and Hudson's Bay Co."

### Blackmail recruits a newsman

**M**Y own secret service training was completed in 1945 when, as a Japanese language officer, I prepared for a mission to Tokyo. In the summer of that year we began to recruit agents among the Japanese diplomats who had been detained in Moscow after Russia's declaration of war. Among them were five embassy officials who had formed a "society for a new Japan" with the idea of promoting liberal political ideals there. We went to work enlisting each member of the group, without the knowledge of the others, as our paid agents. It was easy for us to exploit these men's suspicion of "Western imperialism" and of the United States in particular. With their own government in a state of collapse, their future employment unknown, and their financial future hopeless, it was relatively simple to secure their services for a price—and that price usually was not too high.

A Moscow correspondent of the Japanese Kyodo News Agency was a more difficult case. His excellent contacts made him a high-priority target, but his personal integrity forced us to use a favorite Soviet intelligence technique. The job was turned over to the special section that maintained a corps of prostitutes for blackmailing foreigners. The newspaperman, whom I shall call Ogura, quickly fell into the trap. Unfortunately for him he also fell in love with the Russian girl concerned. Quite indifferent to him, she went on with her job.

Before long she was told to inform her lover that she was pregnant and that arrangements must be made to prevent her having a baby. Now the secret police brought a "doctor" into the drama. The "patient" and Ogura were seized while calling at his office. In no position to face a scandal, Ogura had no choice but to join our service.

There was an ironic sequel. The woman finally agreed to marry the lovesick Ogura, still ignorant of her true role. When he went back to Japan she gave him some excuse for not going along. She was then assigned to a new prospect. He was a Near Eastern diplomat, and this time it was the girl who fell in love. Filled with remorse, she decided to give up her blackmail career. Meanwhile Ogura continued to believe in her innocence and loyalty, and when she was finally arrested for running out on her job, the news had to be kept from him.

My training in the methods of blackmailing foreigners to work for us was interrupted at this point—it was to resume more intensively in a couple of years—by my transfer to Tokyo. I arrived there in early 1946 as a member of the 400-man Soviet mission headed by Lieut. General Kuzma Derevyanko, who had been Stalin's representative at the surrender ceremonies aboard the U.S.S. *Missouri* in Tokyo Bay. I was at the time 24 years old and a candidate for membership in the Communist party, of which I became a full-fledged member in 1947.

In Tokyo we mobilized our agents and the local Communists for the purpose of getting Moscow full details of the U.S. occupation. We were amazed at the way MacArthur's headquarters began sending us, as wartime allies, a steady flow of information on conditions in Japan. Some of my associates poked fun at American gullibility, while others wondered if the whole thing were not simply some sort of ruse.

But the Americans began to have their laughs on us, particularly at the expense of General Derevyanko himself. Derevyanko's appointment to his exalted post had amazed all who knew him. Square-faced and square-headed, he had been a major in the quartermaster corps at the beginning of World War II, and no one knew what sort of pull with Stalin had brought him to his present rank. There were several reprimands on his record, and he was more noted for amorous than for diplomatic exploits.

At meetings of the Allied Council the stumbling Derevyanko frequently went off on tangents when he could not understand simple questions the Western diplomats asked him. More than

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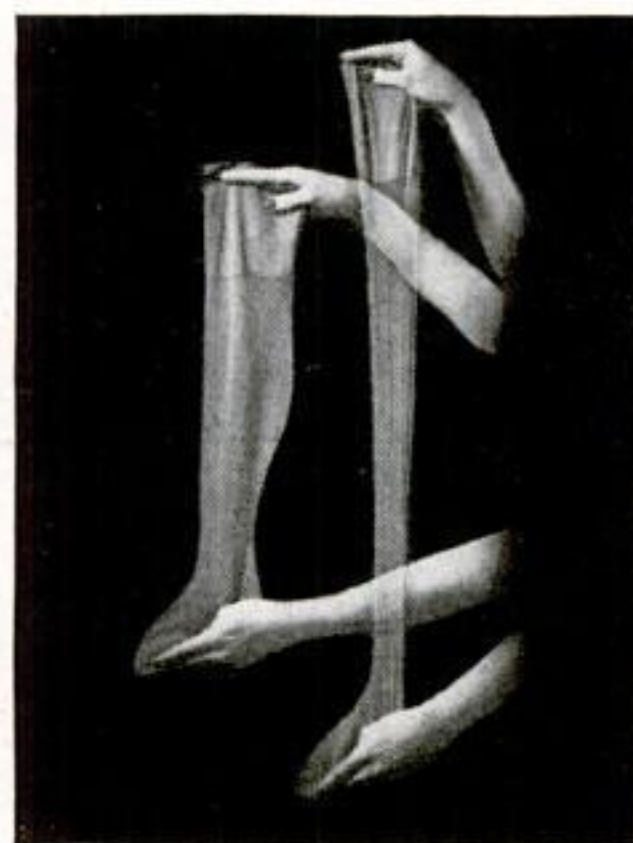


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Here is the very sheer miniature stocking that stretches to fit as though it was custom made for you! Larkwood fabulous Stocking X follows every curve and hollow of your legs whether they are average, thin, not-so-thin, short, or long legs. Won't wrinkle, sag, bag, twist or bind. Keeps seams straight all day. Adjusts to your garter length. Its flexibility reduces tension that causes runs. The dull "makeup" look

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that T-W-I-N-K-L-E like stars  
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**26" Tall Illuminated WALKING SANTA \$4.49**

Rollicking Jolly Santa is in full stride and  
in full color. Molded of fine vinylite, you  
can put him indoors or out ... he will  
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**TWIN CANDLE PLAQUE \$2.98**

This festive design says "Merry Christmas"  
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**RED FRAUD IN FAR EAST** CONTINUED

**How a Soviet general lost  
a mink-coated mistress**

once his furious political adviser, Yakov Malik, had to grab Derevyanko's sleeve and pull him back down into his chair when he began to wander from the Moscow line.

Derevyanko also began living up to his reputation as a ladies' man. Although he was reputed to chase even the Japanese scrub-women at our headquarters, we began to hear more and more about the beautiful wife of an engineer in the Soviet trade delegation. Derevyanko thought up all sorts of out-of-town assignments for this poor man and we discovered that in case of emergency the most likely place to find the general was the engineer's apartment at Mitsubishi 21. We decided that the engineer knew what was going on but because he preferred the comforts of Tokyo to those of Moscow he did not want to antagonize his C.O.

There was also Miss Bourgin, a pretty nurse who was Derevyanko's *pokhodno polyevaya zhen*a—"camping field wife," as such companions of Soviet officers were known during the war. When Derevyanko presented Miss Bourgin with a mink coat and began to take her to General MacArthur's official receptions, we knew that it would not be long before word got back to Moscow.

Derevyanko's deputy, Major General A. P. Kisenko, who considered himself a brilliant diplomat and the man who should really be head of the mission, decided he was not to be outdone by his despised chief. When asked about Sonya S., the pretty typist who seemed to spend most of her time around his villa, he protested, "I have nothing but parental feelings for the poor girl. I've just given her a room to help her out."

When Moscow heard about all this it failed to be touched by Kisenko's generosity. Both Mrs. Kisenko and Mrs. Derevyanko were put aboard an early plane for Tokyo, and Kisenko in particular was presently seen wearing the furtive look of a henpecked husband.

As a statesman Derevyanko had one trump card that he never tired of producing. It was his interview with Molotov before his

CONTINUED ON PAGE 189



**PHILANDERING GENERAL** Derevyanko, chief of Soviet Tokyo mission, raised eyebrows by bringing mink-coated girl friend to MacArthur reception.



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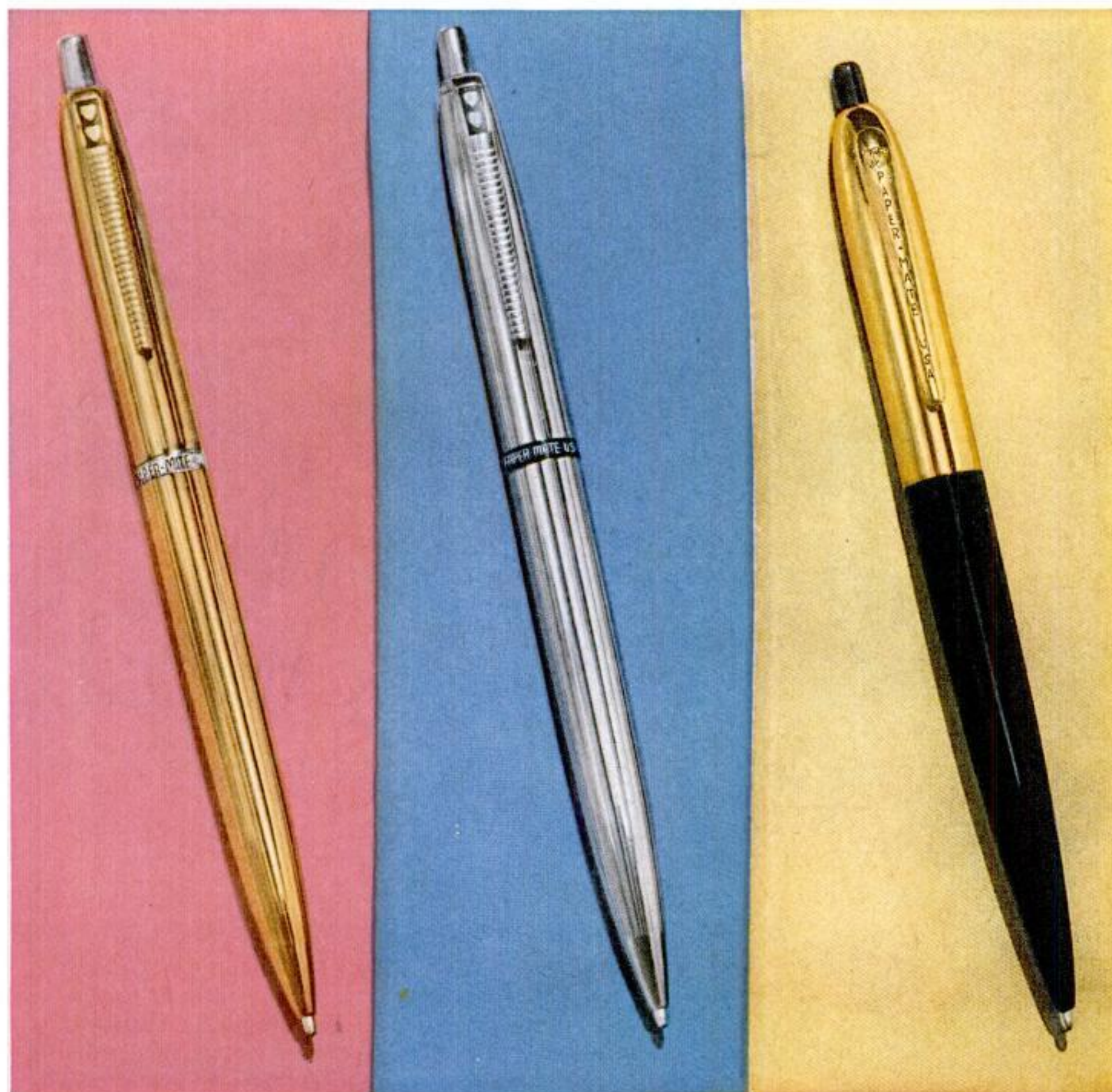
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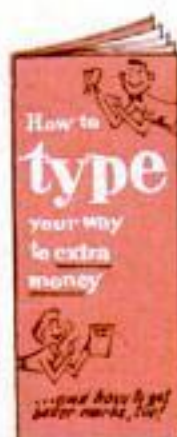


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**HENPECKED GENERAL** Kislenco, Red deputy chief in Japan, had to behave when Moscow heard of his dalliances, sent out his imposing wife (above).

## RED FRAUD IN FAR EAST CONTINUED

departure for Japan. He alone in Tokyo, he said, knew the guiding secret of Soviet foreign policy. It was that "the Soviet Union must pursue an independent course in the world. . . . We cannot afford to show that we are in any way dependent upon the Allies—not even," Derevyanko would add sternly and unrealistically, "in the matter of food supplies."

This made Derevyanko decide that our commissary must be supplied from Vladivostok instead of through the Americans. Regularly we had to ask MacArthur's headquarters for clearance for a Soviet plane. Pretty soon our requests to bring in "two tons of potatoes and a colonel" became a standing joke around there. The potatoes were usually rotten by the time they reached Tokyo, and any other provisions that might have been included were so inadequate that most of us could never have survived without our American PX privileges.

Shopping became an obsession around the Soviet mission. Nearly everybody had but one thought: to hoard as many foreign goods as possible against the day that he would return home to the bleak life of shortages and long queues. A bolt of fine Japanese silk, for instance, would bring enough on the Moscow black market to support a family for months.

Once the shoppers had returned from the PX, they began deriding all Japanese and American goods as infinitely more shoddy

CONTINUED ON NEXT PAGE



**SHOPPING SPREES** occupied much off-duty time for Russians in Japan. At Tokyo PX and shops they lavishly bought goods they could not get at home.



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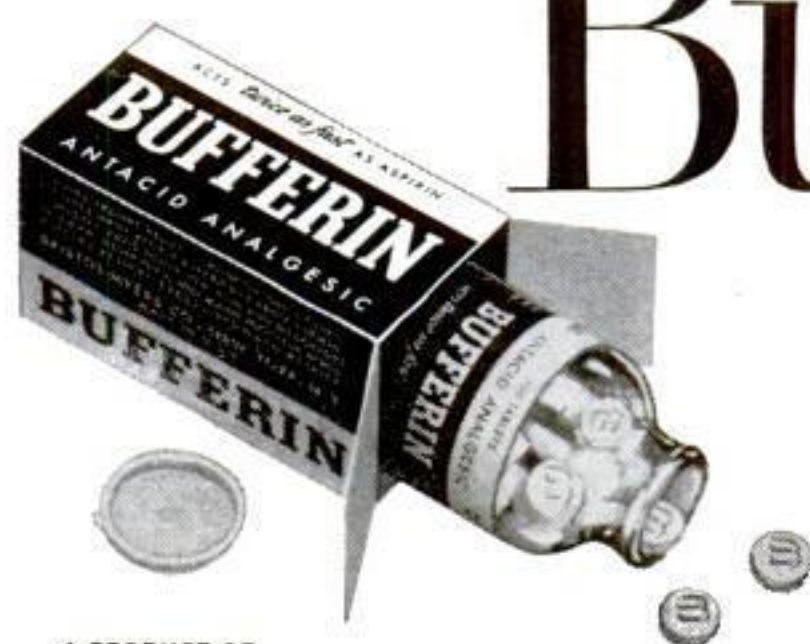


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## RED FRAUD IN FAR EAST CONTINUED

### On Americans, 'love' worked better than blackmail

than those made in the U.S.R.R. "How can one compare this trash with our own wonderful Soviet silk?" "Our cameras are so much better than this piece of junk!" were the remarks heard as the owners of the "trash" and "junk" lovingly fingered their purchases. Thus the ritual of Soviet patriotism was observed, as it was with the empty remark, "Oh, how anxious we are to get home!"

Among the most avid collectors of goods were the VIPs. Malik, for instance, who moved on to higher posts as envoy to London and the U.N., was observed leaving Tokyo in 1946 with no less than 65 trunks.

In the summer of 1946 a group of Soviet journalists, headed by Oskar Kurganov, breezed into Tokyo. I knew Kurganov as an intelligence agent and watched with interest as he pumped U.S. correspondents for material that he later put into a grossly overdrawn book called *Americans in Japan*. One day I agreed to interpret for him on a shopping tour. As he bought a whole case of Parker fountain pens, he explained, "If you don't 'grease,' you don't get anywhere." The pens were gifts for top party officials.

During 1946 there was a steady tightening up on our relations with the Americans. The first victim of this policy was a Captain Laptev, whose wife had had a baby shortly after coming to Tokyo. It was impossible to get milk in the open market. Laptev, through his connection with our transportation section, had met a kindly American colonel who had sent him a case of evaporated milk.

Kislenko heard of the gift. I heard him telling an aide, "The Americans are trying to buy Laptev. He must be ordered home."

That December I too received sudden orders home, and found myself aboard the same twin-engine Douglas with Laptev and his family. My first shock when I got to Moscow was the news that my mother had died of lung cancer in June of that year, something the government had apparently not considered important enough to tell me.

I had been summoned because a board of inquiry wanted to know why, on my personal history record, I had failed to mention

CONTINUED ON PAGE 192



**SUSPECTED FAMILY** of Captain Laptev was hustled back to Moscow from Tokyo after father (*left*) accepted milk for his child from a U.S. officer. Author (*right*) returned on same plane to face party inquiry on his background.



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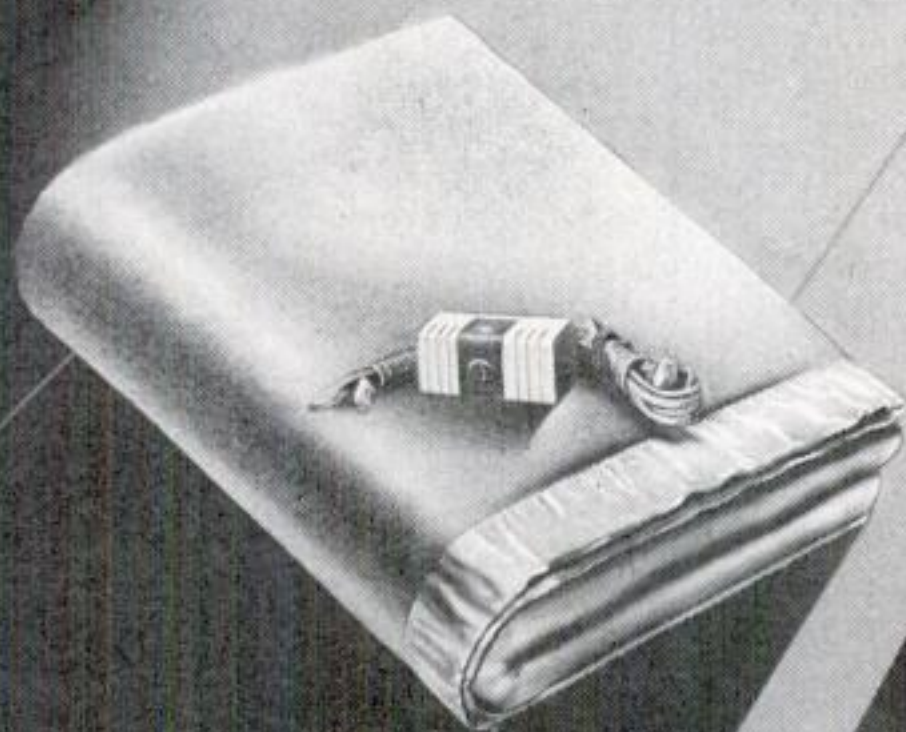
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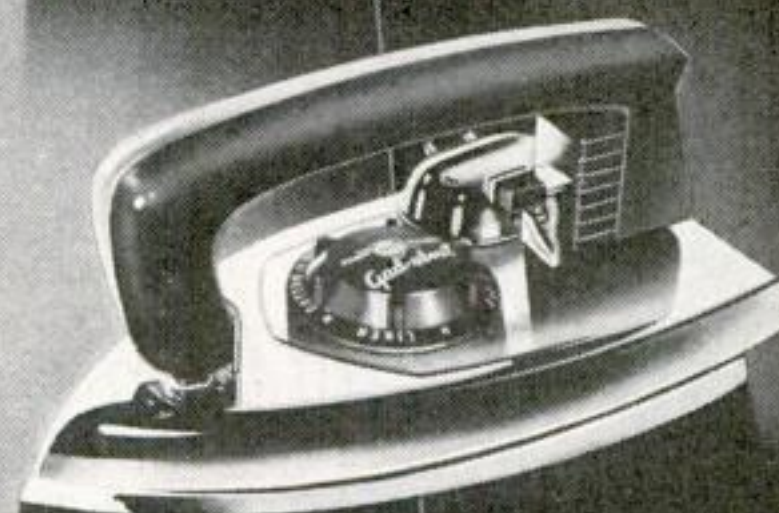
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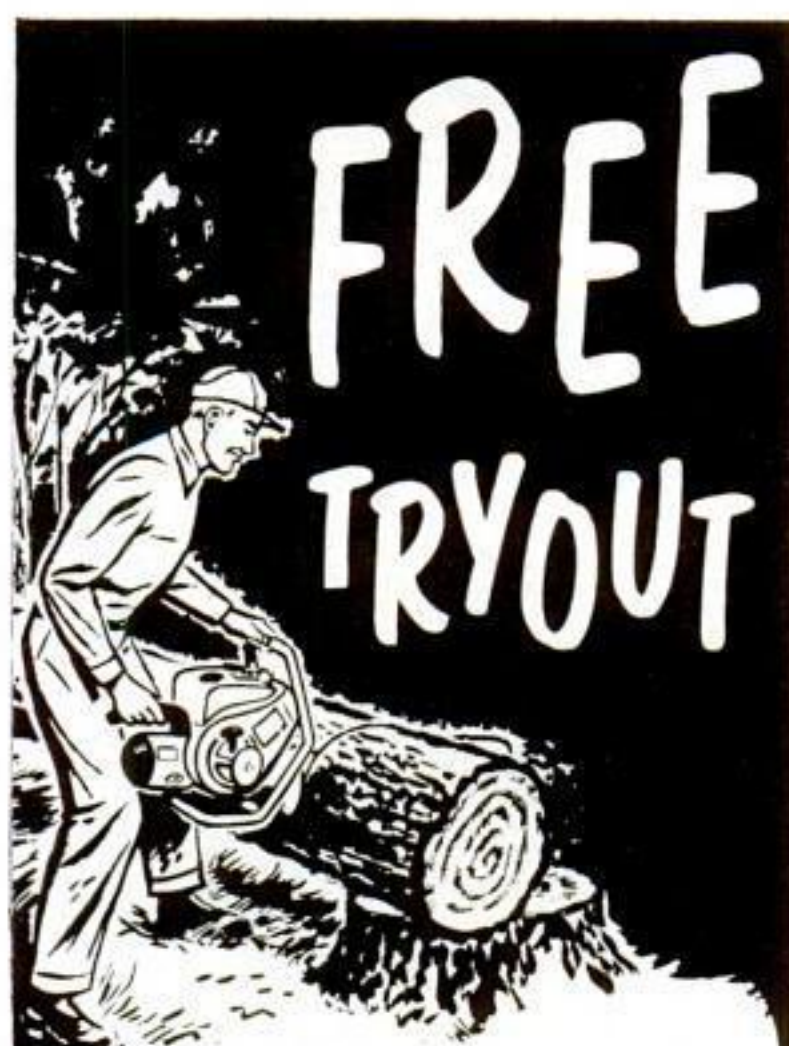


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## RED FRAUD IN FAR EAST CONTINUED

the fact that my father had once been suspended from the Communist party. There were some other questions about my social origin. After a humiliating investigation I was acquitted and returned to a job in Moscow, where I spent the next three and a half years.

It was in this period that I got what amounted to my post-graduate course in the techniques of blackmail and coercion which we used, as we had on the Japanese newspaperman Ogura in 1945, to make foreigners serve our intelligence. It was very seldom that we could recruit such people on ideological grounds. But as I had seen in the case of Ogura, the exploitation of sex, alcoholism, gambling, drug addiction and all other personal weaknesses has been reduced to a science.

In 1947 I saw the sensational Annabelle Bucar affair hatched by Soviet diplomatic counterintelligence. Miss Bucar was an information clerk in the U.S. embassy under Ambassador Bedell Smith. Americans of course received highest priority in being watched for possible defectors. The officer ordered to enlist Miss Bucar for us was a certain M.C.P. He detailed a musical comedy star named Konstantin Lapshin, also one of our agents, to strike up an acquaintance with her. The acquaintance progressed very well. When Miss Bucar announced in a letter to the Soviet press that she had chosen to give up her U.S. citizenship to find happiness as the wife of Lapshin in the Soviet Union there was great glee in our offices. Her book, *The Truth about American Diplomats*, was an obvious fake to us, since it contained much data from sources inaccessible to its alleged author. As organizer of the affair, my friend M.C.P. received the Order of the Red Star, a rare honor in our line of work.

### The colonel wouldn't be compromised

OUR boasted diplomatic counterintelligence unit did not fare as well with X, a member of the U.S. Military Attaché's staff known for his study of Russia and his supposed sympathy for the Soviet experiment. After he rejected all friendly overtures our men decided to try another approach. There had been reports of his abnormal sexual habits, and presently a young champion swimmer who was also an agent was regularly seen with X. The next step was to produce damning evidence and try to blackmail him. But he proved a totally fearless man. When shown compromising photographs, he said, "Let me have copies of these. I'll send them to my chief."

Our frustrated agents had to drop that operation. But most such attempts have been more successful. Some of the notable recent victims have been Donald MacLean and Guy Burgess of the British Foreign Office and Otto John, West Germany's No. 1 intelligence officer. People in the West may wonder why Moscow has suddenly pulled such key men out of its network. There is only one answer: when men such as Burgess, MacLean and John were in imminent danger of being exposed, Moscow made the best of a bad situation. By making them vanish behind the iron curtain of their own free will, a public scandal was averted while useful propaganda was created at the same time.

But for all their professional adroitness, the Soviet intelligence chiefs have not been able to prevent many of their own people from traveling in the opposite direction, to the cause of freedom, as I finally decided I must.

### IN NEXT WEEK'S ISSUE:

#### TRUE STORY OF RASTVOROV'S FLIGHT TO WEST

In the concluding instalment of this series former MVD Lieut. Colonel Yuri Rastvorov corrects the erroneous reports that have been published about his escape from Communism. He relates candidly his dramatic story of coming over to the free world with the aid of an American schoolteacher. He also recounts how the party faithful ostentatiously shed crocodile tears at the Soviet's Tokyo headquarters when they learned of Stalin's death, how Beria's death frightened even the staunchest Communists in the secret service, and how the atmosphere of grotesque suspicion helped Rastvorov make his decision to flee his homeland.



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The natty *Sir Jac* surcoat in the lower illustration comes in Rayon Sheen Gabardine with Nylon, featuring satin rayon quilted lining, three-piece belt, two-way storm pockets, storm knit wristlets and zipper front.

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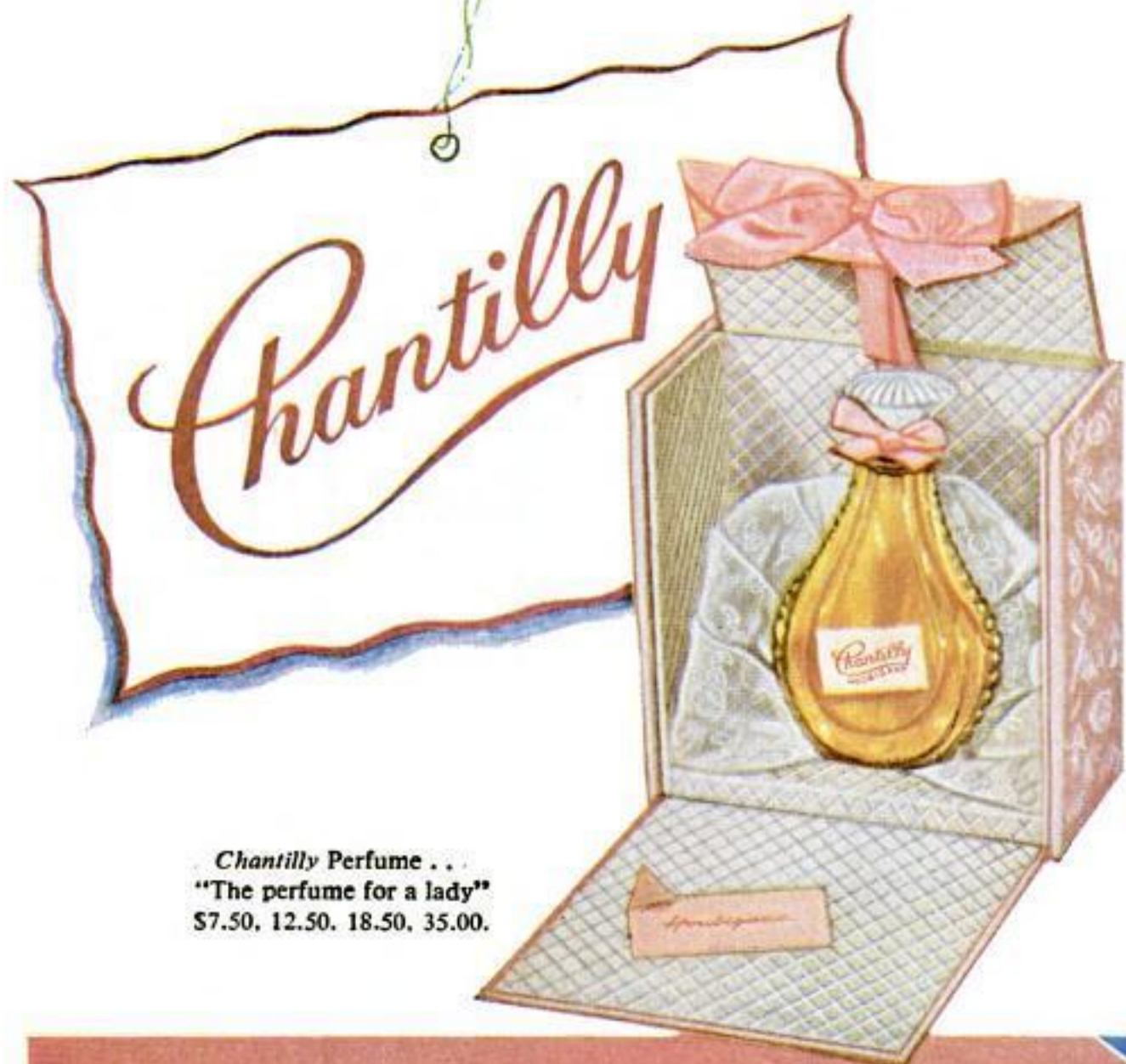
Cook half 8-oz. package noodles according to package directions. Turn into shallow baking dish. Arrange one pound of frankfurters over noodles. Then make a quick barbecue sauce, using 1 cup catsup or tomato sauce,  $\frac{1}{2}$  cup water,  $\frac{1}{4}$  cup lemon juice, 2 tablespoons salad oil,  $\frac{1}{4}$  cup chopped onion, 1 tablespoon each Worcestershire sauce and brown sugar. Pour over frankfurters and bake in moderate oven (375° F.) for 30 minutes. Serves 4 to 6.

This sauce is also delicious served with hamburgers, fish or chicken.





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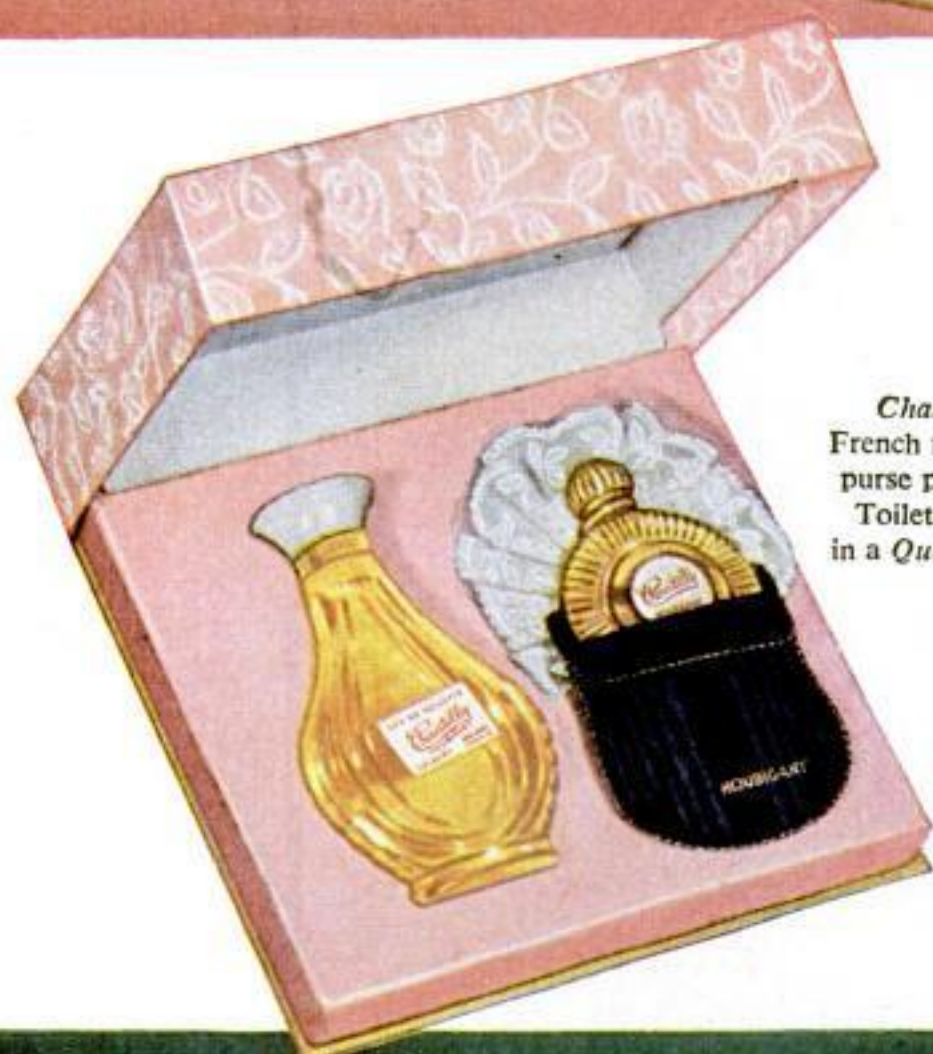
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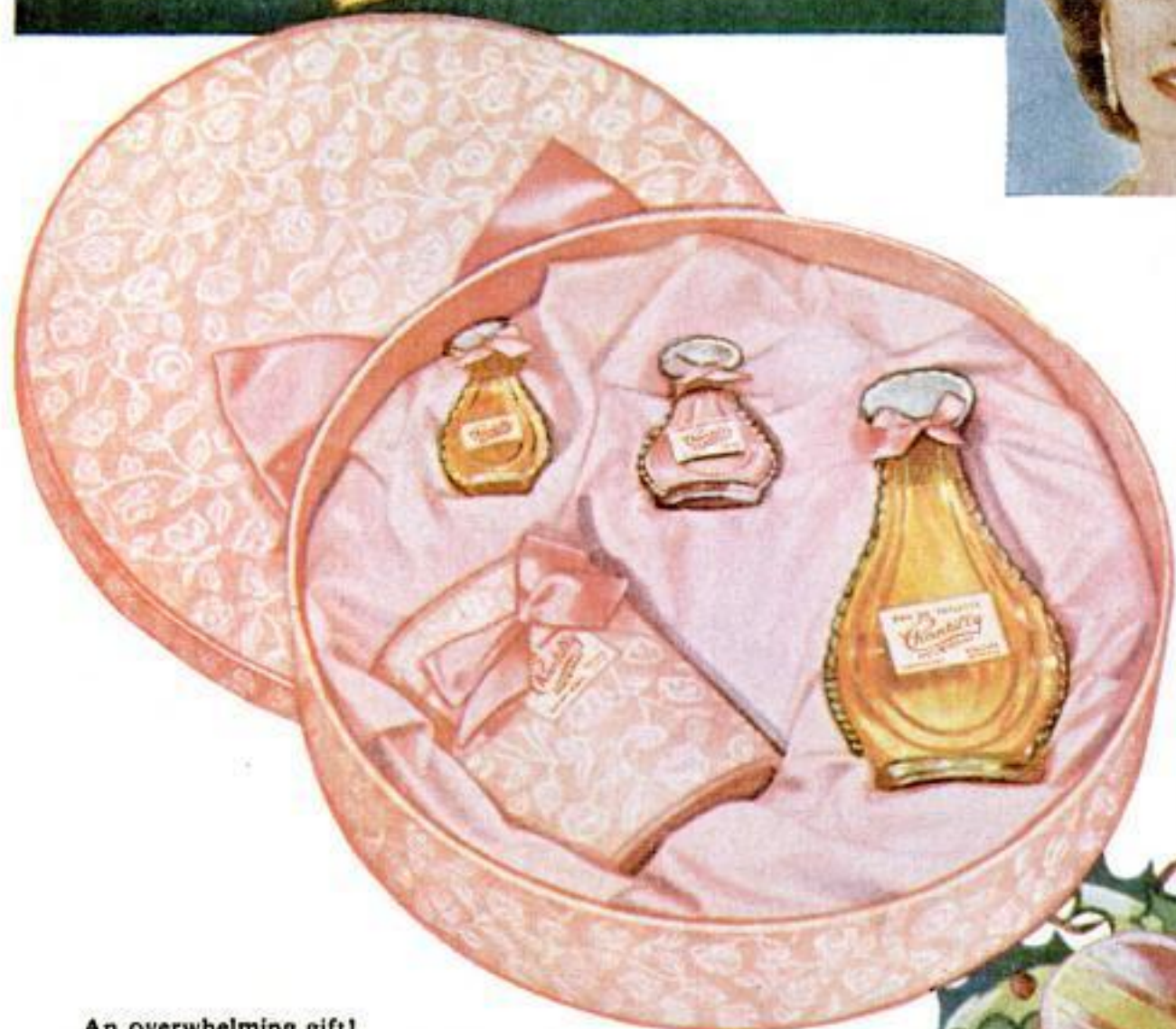
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On its 20th anniversary the Hollywood Ice Revue, now touring the U.S., surrounds its big cast of 113 performers with a whopping \$650,000 worth of glittering costumes and gaudy props. But the real beauty on the ice—the rhythmic grace of skaters in action—is often better displayed in performances which the ticket-buying public never sees: working rehearsals without the finery.

While Barbara Ann Scott and other stars of the revue practiced late one night, Photographer Douglas Grundy climbed up onto a lighting scaffold hanging directly above the rink. There, looking straight down at the ice, Grundy gave an old sport a strikingly new look, recording bird's-eye views of some simply dressed skaters displaying the not-so-simple tricks of the blade.



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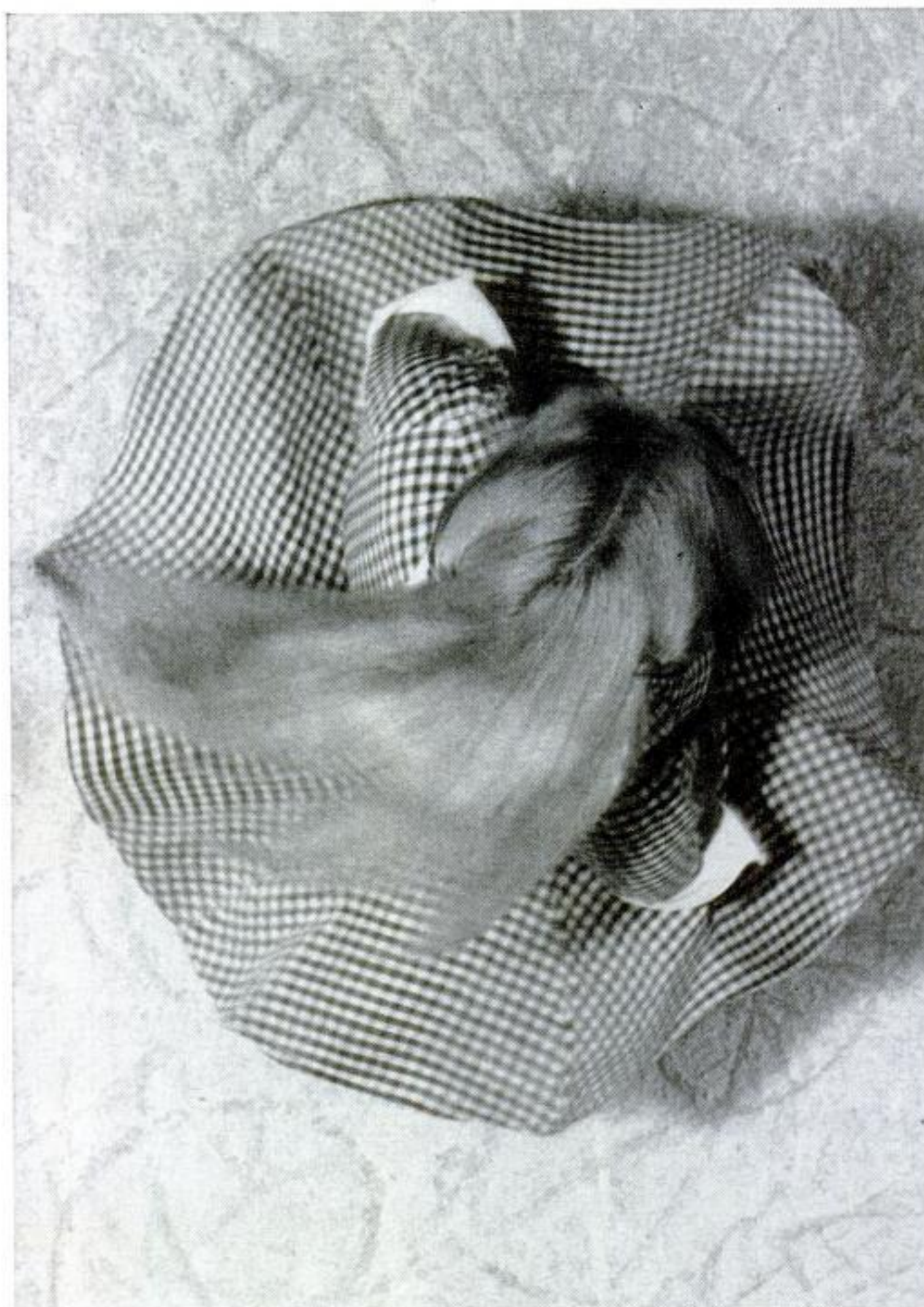
- A** ALKA-SELTZER for aches, pains, feverish feeling.
- B** Be careful. Avoid drafts, get more rest.
- C** Comfort irritated throat—gargle with ALKA-SELTZER.

AT ALL DRUG STORES

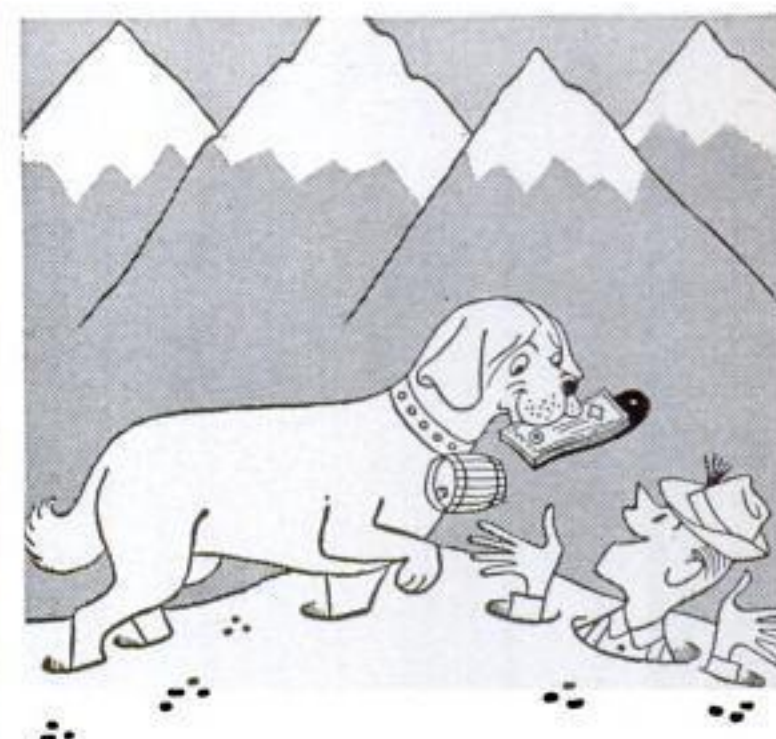
MILES LABORATORIES, INC.  
ELKHART, INDIANA



## Looking Down on Stars CONTINUED



**SWIRLING SKIRT AND HAIR** are all that the photographer sees of Barbara Ann as she rehearses a corkscrew spin performed during a blues number.



The Traveler's Friend

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What a lifesaver National City Bank Travelers Checks are to travelers at home or abroad! Good as cash whether you are on a mountain top or in Main Street; spendable everywhere for everything. Promptly refunded, if lost or stolen. In convenient denominations of \$10, \$20, \$50 and \$100; cost only 75¢ for each \$100 purchased. Buy them at your bank.

The best thing you know wherever you go

## NATIONAL CITY BANK TRAVELERS CHECKS

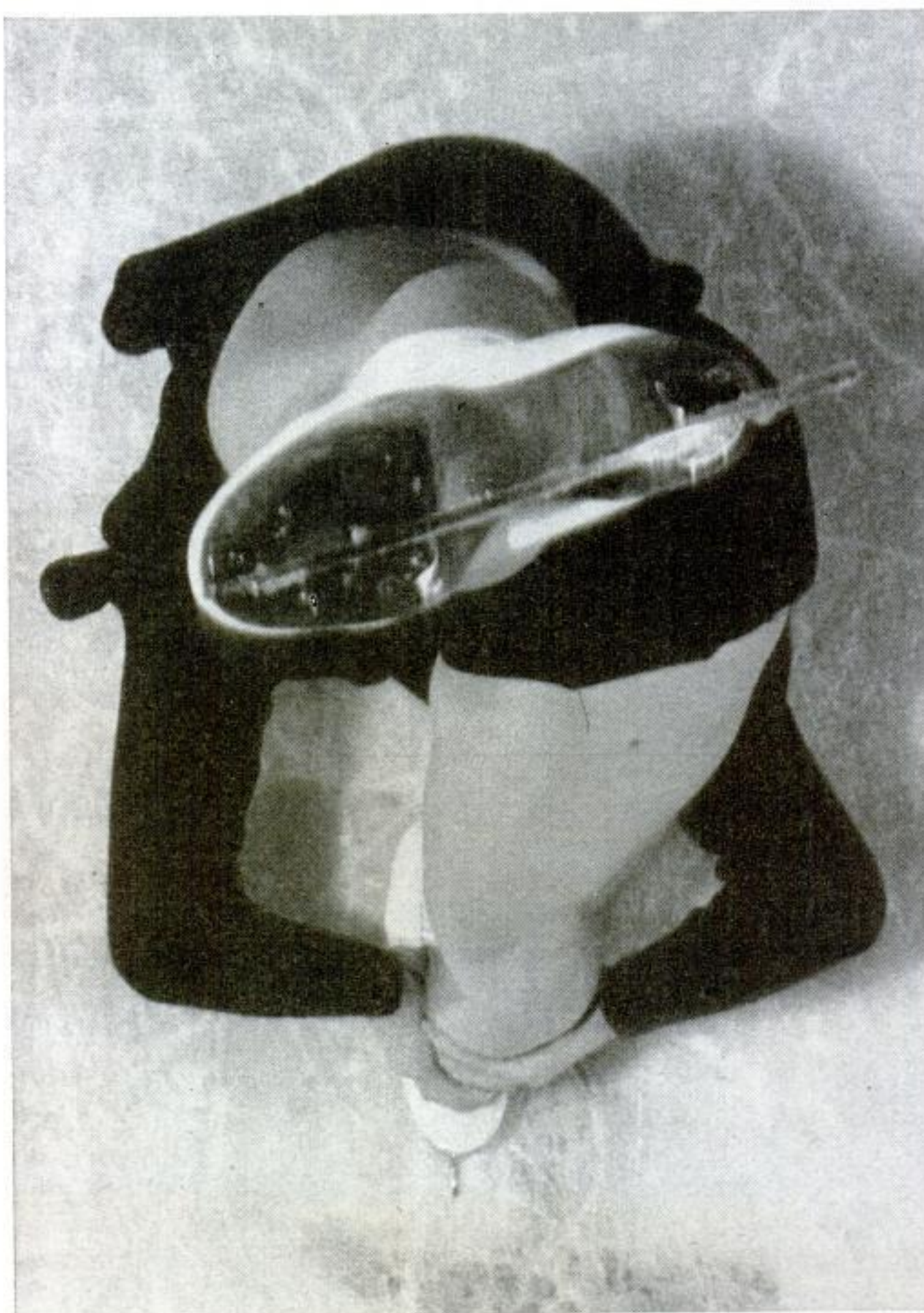
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**UPENDED SKATE** nears the camera as Andra McLaughlin practices spectacular "vertical" with one foot straight up as she glides backward on other.

THINKING OF DESSERT?  
Always REACH FOR

# Royal



Only **ROYAL** Pudding  
and Pie Filling

## Has Candy-Kitchen Flavors

Kids love - and thrive on!



9 QUARTS  
FROM 1 CAN  
FOR LESS  
THAN 20¢



## New Frontiers to Explore

How wonderful to be an editor of LIFE!

It must be a rewarding experience to spread out the world each week for so many millions of readers. To create and satisfy their hunger for knowledge. To lift them with reproductions of fine art from galleries they might never visit. To recreate for them in photographs the astonishing discoveries of science. To share with them the words and wisdom of some of the world's great thinkers and writers like Winston Churchill and Arnold Toynbee.

For there is a special satisfaction in knowing that you can contribute to the fuller enjoyment of people's lives by broadening their interests. That is what I try to do in my lectures, in whatever I write, and on "Author Meets the Critics." And the way people respond to these personal efforts convinces me that Americans hunger to be informed. They want new facts, new knowledge, new frontiers of the mind to explore.

LIFE gives its readers all these things, in a variety of appealing presentations. The public I think recognizes the enormous impact of LIFE's pictures. But as a writer, I particularly applaud the written word in LIFE.

Michener, Hemingway, O'Faolain, Hersey—the roster of LIFE contributors is impressive. But add to these the work of LIFE's own writers—such masterful series as the History of Western Culture and the World We Live In—and you have as rich a treasury of fine writings as can be found in any popular publication.

**VIRGILIA PETERSON**

Moderator, "Author Meets the Critics"





## CAN YOU DO IT YOURSELF?

Drawing tells amateur which jobs are and are not for him

So widespread is the do-it-yourself craze in the U.S. that many homeowners saw off more than they can hew. Having read countless stories about newlyweds who have built their own houses from foundation to attic, elderly ladies who repair their plumbing and teenagers who have merrily added a playroom wing to the family house, the average homeowner feels like a shirker if he does not rewire his house himself or clamber up his chimney to replace loose bricks.

Perhaps some amateurs are experienced enough to cope with such projects, but most homeowners should be wary about the jobs they undertake and should pay attention to the drawing on these pages. Climbing throughout the diagram house are 32 do-it-yourself addicts. Those in green are doing jobs amateurs can reasonably undertake. Those in black are jumping in where only pros should be admitted. Those in gray may come a cropper unless they are cautious. Each repair job and why it should or should not be undertaken is explained on the following pages.







tom funk





"BOTANY" "500"

## Cameo Sheen Gabardine

TAILORED BY DAROFF

You will instinctively admire the rich, silky texture and the lustrous, soft gleam of this splendid 2-ply, 100% virgin worsted suit. You add distinction to your wardrobe when you make this choice — blue, for your most versatile color — sheen gabardine, for your most versatile fabric. Master-tailored by Daroff to give you the ultimate in fit and the most in distinguished appearance. \$67.50

SLIGHTLY HIGHER IN THE WEST



**'BOTANY' 500**  
tailored by **DAROFF**

PHOTOGRAPHED AT JOLIE GABOR'S



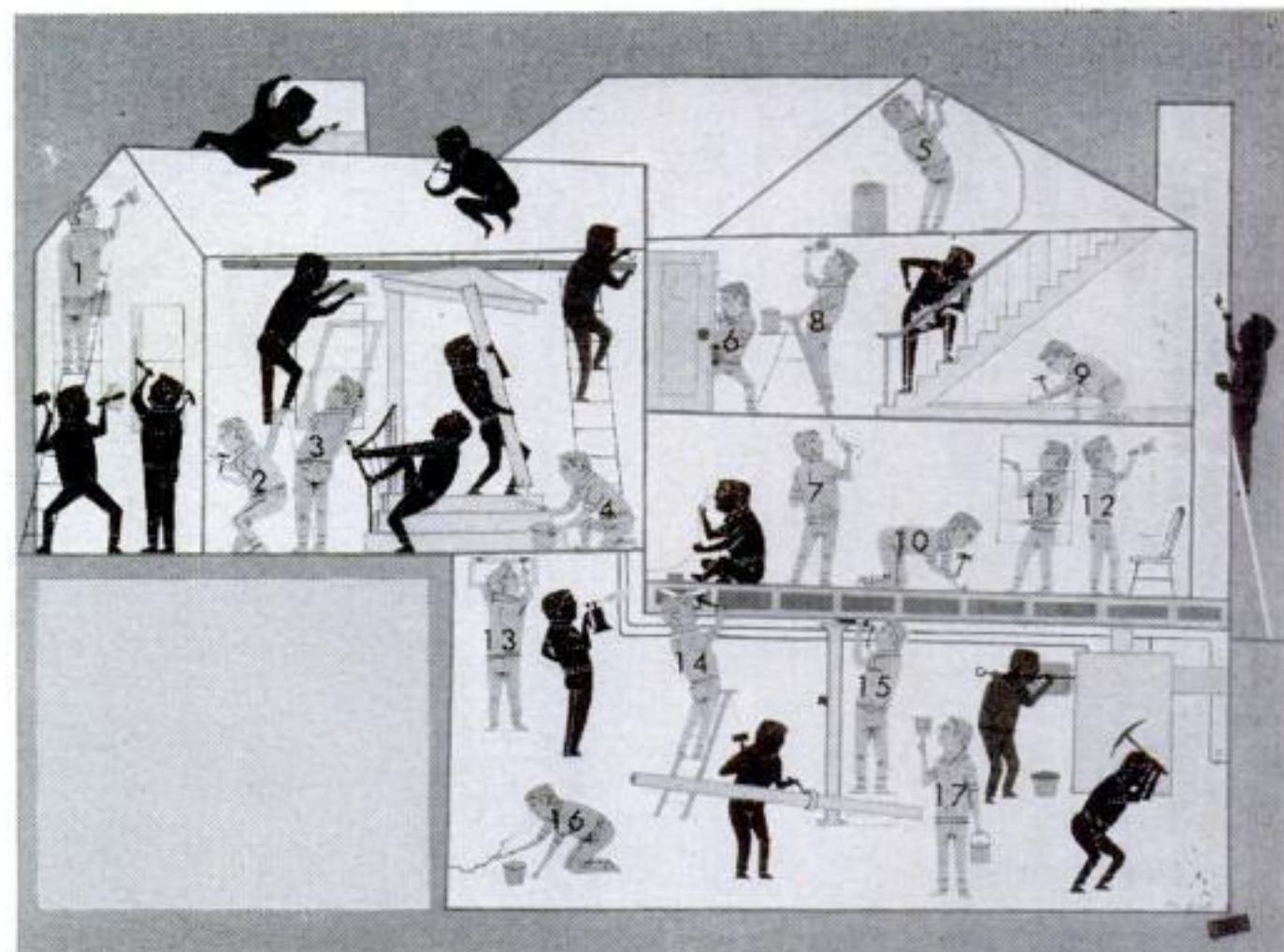
"BOTANY" AND "500" ARE TRADEMARKS OF BOTANY MILLS, INC., PASSAIC, N. J. REG. U. S. PAT. OFF. COPYRIGHT 1954. BOTANY MILLS, INC., PASSAIC, N. J.

"BY TEST—AMERICA'S BEST"



**ON THE CUFF**—This clothing comes to you with the X-RAY TAG—revealing the quality materials and workmanship which set the standard for clothing value, giving you America's best clothing buy.

## DO IT YOURSELF? CONTINUED



## JOBS AMATEURS CAN DO

- 1—Any hardy homeowner can undertake exterior paint jobs. His success will depend on the proper preparation of surfaces and on carefully following the instructions that come with the paint he chooses.
- 2—It is easy to make such minor repairs to exterior walls as renailling wood siding or refilling masonry joints with prepared mortar.
- 3—Most needed repairs to screens and storm sash are easy, involve strengthening the corners of frames with angle braces, replacing loose putty on storm sash, tacking wood molding which holds screening.
- 4—Exterior wooden steps can be given new treads or risers by the homeowner who has some knowledge of carpentry. Using ready-mixed patching cement, he can patch joints, reset a brick in masonry steps.
- 5—Usually a homeowner can do his own attic insulation, either by stapling blanket insulation between the roof rafters or by spreading bulk insulating material between the attic floor joists.
- 6—Interior doors which are warped can be sawed or planed to fit better. Those that sag can be rehung. Ticklish part of rehanging, often neglected or bungled by amateurs, is sinking hinge into door jamb.
- 7—Interior walls may have holes patched and cracks filled with a prepared patching plaster applied with a putty knife. The plaster should be leveled off with a straightedge and should be sanded when dry.
- 8—Ceiling cracks and small patches can be fixed as walls are. Sizing must be brushed on all fresh plaster before it is repainted.
- 9—Interior trim is the first thing in a house to show lumber shrinkage because it is of such light lumber. It can be renailed with small head wire nails, which should be countersunk, covered with putty.
- 10—Most house floors can be repaired and refinished by the amateur. In renailling squeaky or curling floorboards, nails should always be driven in at an angle or they will simply work loose again.
- 11—Window sash may be eased to eliminate sticking simply by sanding down the grooves in the frame, or by detaching and readjusting the strip which holds the sash in the frame.
- 12—All interior painting can be done by the amateur with success if he faithfully follows instructions that come with paint. Methods differ for oil, water, rubber-base or alkyd and other synthetic paints.
- 13—Basement window sash may be rehung since it is usually single sash swinging out of a simple frame and is easy to plane, sand, paint.
- 14—Floor joists can be cross-braced for additional stiffening. Usually 1½x3-inch lumber is right for the bracing job. Splitting girders can be spiked—or spliced—usually with 2x8-inch lumber and lag screws.
- 15—Posts or lally columns which do not support girders can often be strengthened by driving steel or hardwood wedges in at the top.
- 16—Cracks in foundation walls or floors may be filled with ready-mixed cement. Cracks should be cut to V-shape with a cold chisel, cleaned thoroughly with a brush, well wetted down before filling.
- 17—Basements can be protected from dampness by using one of the water-repellent compounds which are painted on with a large brush. Amateurs should avoid compounds which must be troweled on.

CONTINUED ON PAGE 204



# *AIR MAIL YOUR* **LIFE-FOR-CHRISTMAS** *LIST TODAY—*



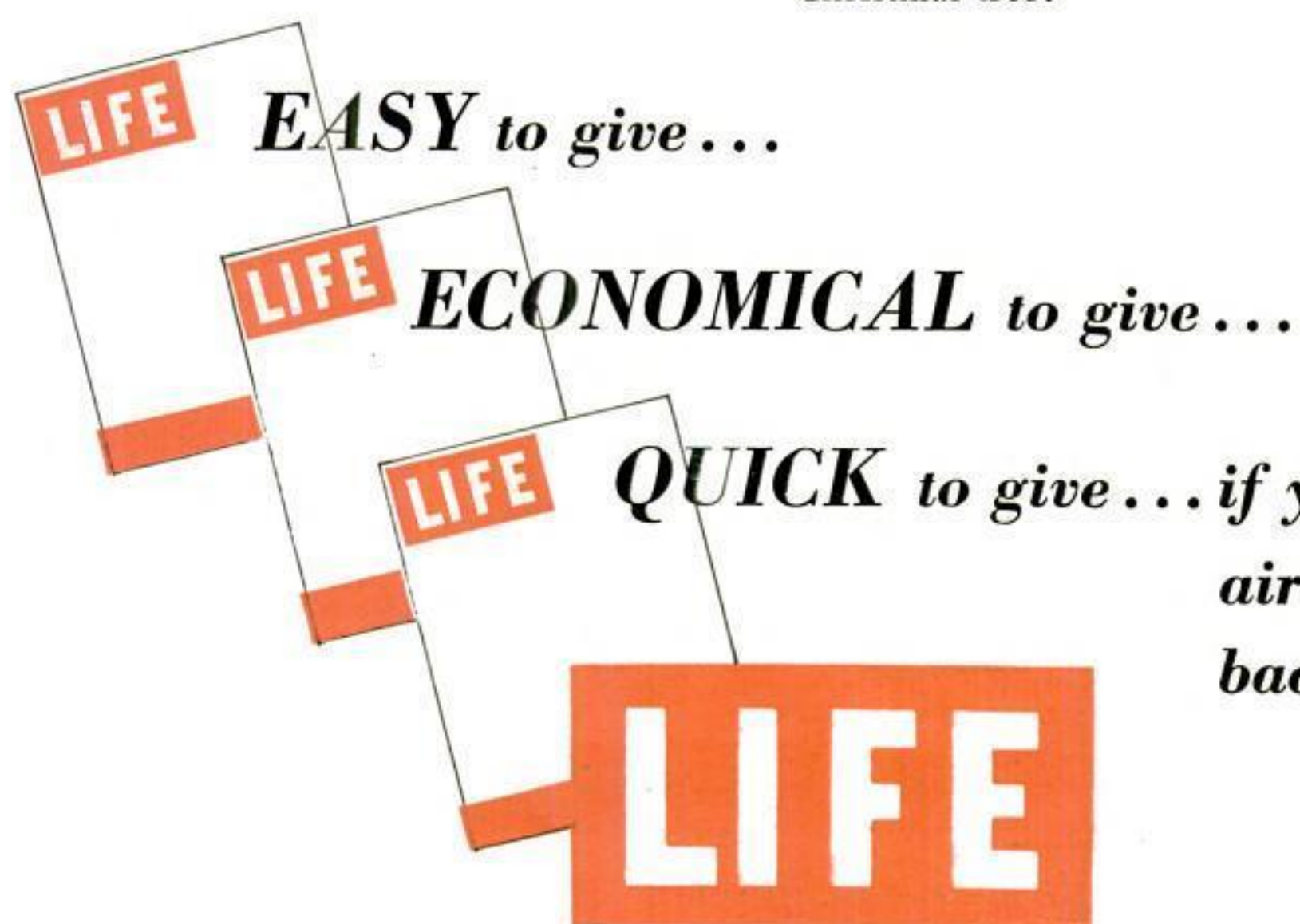
## *And it's not too late*

... for you to give the *one gift* that's right for *everybody* ...  
the *one gift* that every member of the family will enjoy ...  
the *one gift* that keeps on giving ... that will make every  
Friday in 1955 a Red Letter Day for everybody on your  
LIFE-for-Christmas list!

... for you to take advantage of the Special Gift Rates listed  
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save you as much as \$2.25 on a \$6.75 subscription!

... for us to *airmail* a beautiful Christmas card, hand-  
inscribed as you direct, to announce your gifts to your  
favorite friends and relatives!

... for LIFE's Special Christmas Issue to be sent to your  
favorite families in its shining silver envelope, gaily deco-  
rated to make it as attractive a gift as any beneath the  
Christmas tree!

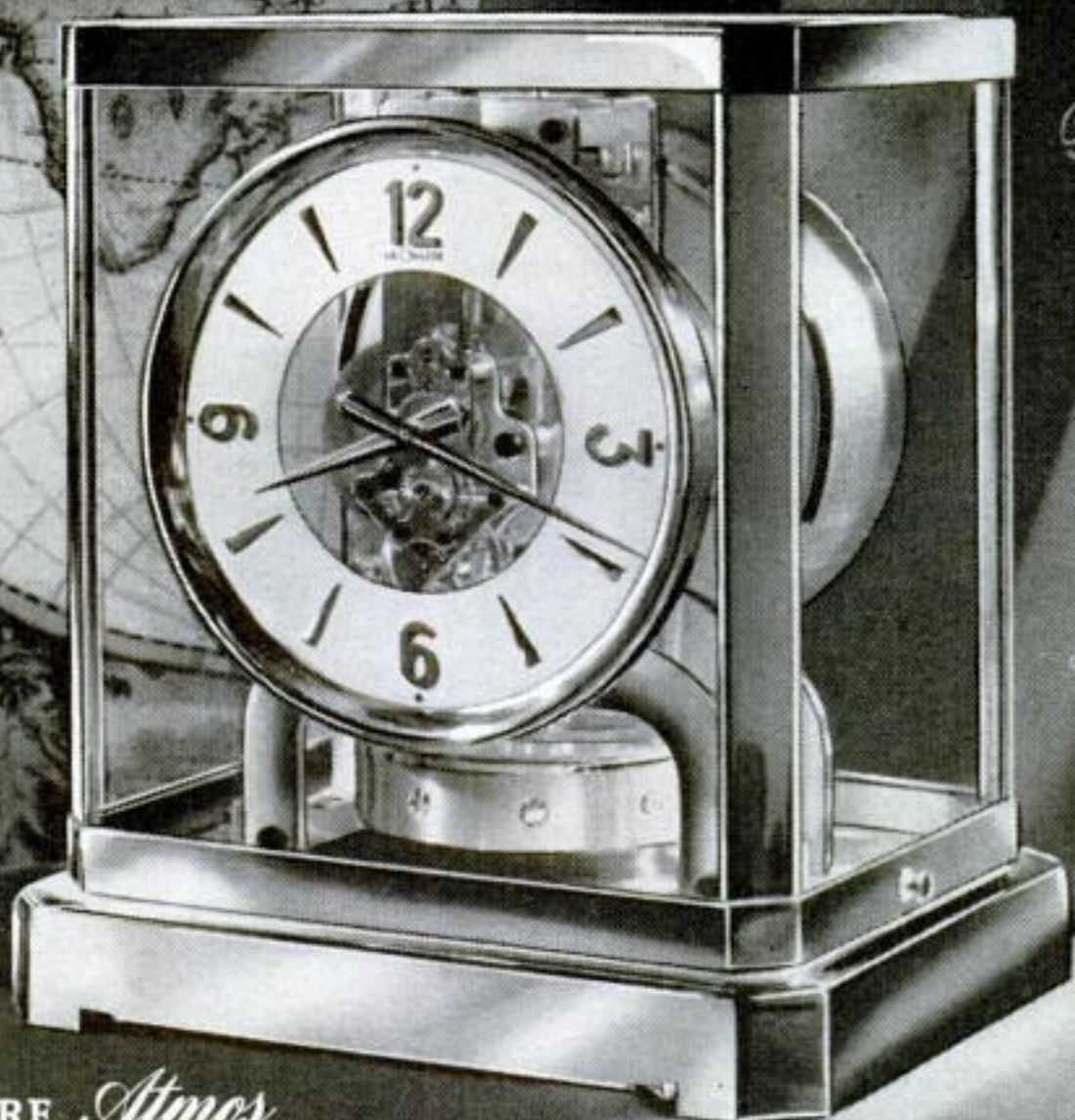


... if you rush that  
*airmail order card*  
back to us today!



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THE PERPETUAL MOTION CLOCK — No winding ever — powered only by unfailling daily changes in the temperature! The Most Exceptional, most welcome of all fine Christmas gifts! \$150.00. Plus Federal Tax.

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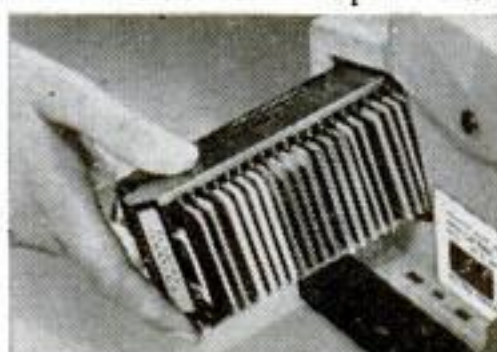
DIVISION OF LONGINES-WITTNAUER WATCH COMPANY



LOOK, NO HANDS! Works by itself so you can sit with your guests and enjoy your slides! Really automatic!



FUNCTION KNOB permits you to time the slide change to slow, medium, fast, semi-automatic or manual operation.



MAGAZINE holds 36 35mm slides. Accepts all types of mounts. Slides always return in ready-to-show sequence.



BUILT-IN POINTER permits operator to point to interesting details right from the projector to match commentary.

Revolutionary new projector enables you to enjoy your own show

*Completely Automatic!*

- no dangling cords
- no special slide mounts
- no levers or buttons
- 20 exclusive features

\$11950  
with case



**Revere "888"**

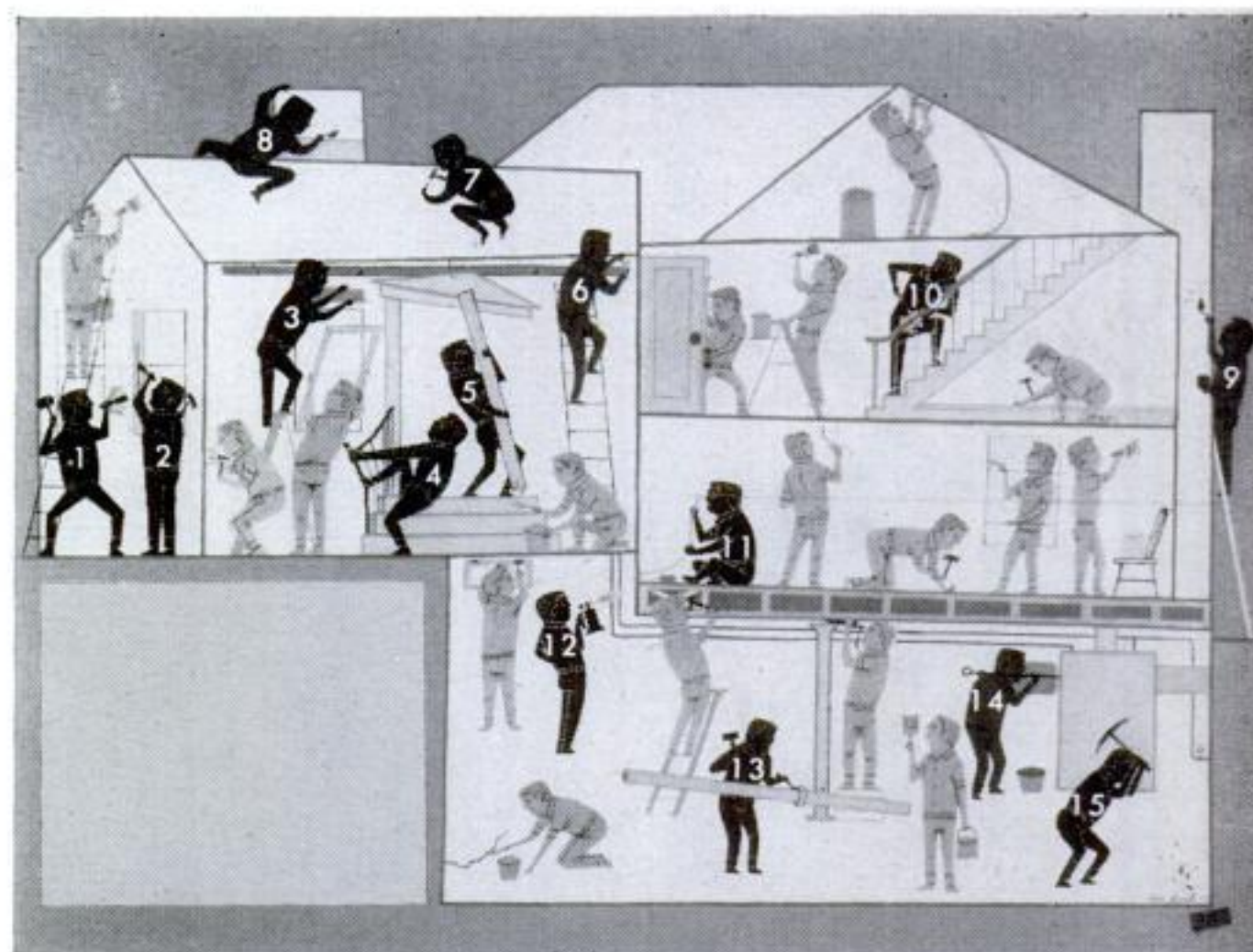
35mm BANTAM SLIDE PROJECTOR

Just set the switch and Revere "888" shows 36 slides, as slow or fast as you like—without touching a finger to it. Sit with your guests. Walk around the room. Revere "888" operates by itself. Most brilliant, sharpest pictures without effort. See it demonstrated!

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## DO IT YOURSELF? CONTINUED



## JOBS IN THE PRO CLASS

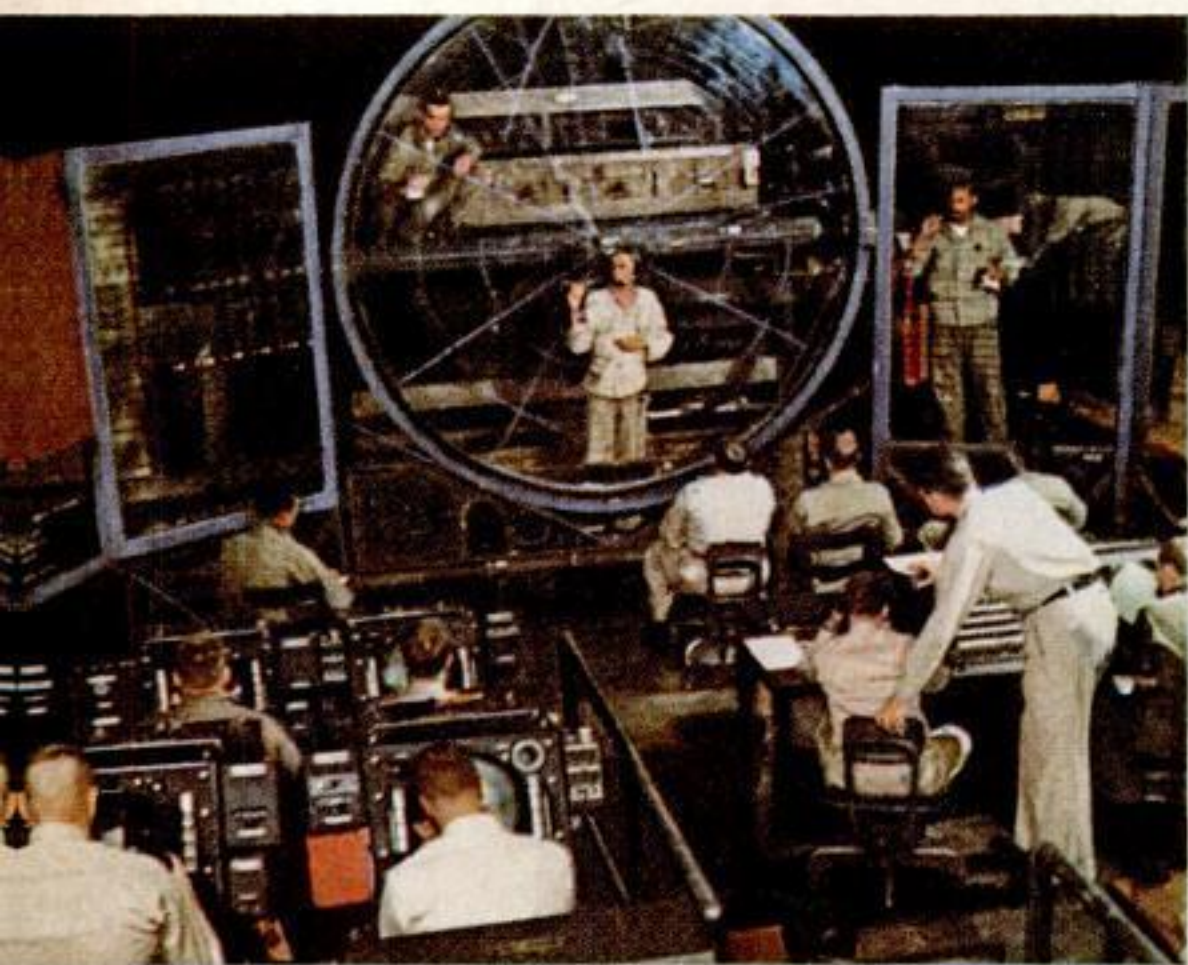
- 1—House walls cannot be properly insulated from the outside by amateurs. The job calls for thorough knowledge of house construction as well as professional skill and equipment.
- 2—Metal weatherstripping which requires cutting grooves in window or door casings should not be attempted by the amateur. The homeowner should attempt weatherstripping only where felt, rubber or wood with a rubber edge can be tacked on.
- 3—Window or door flashings are difficult to repair properly by amateurs. Part of the outside covering of the house must be ripped off. But flashings can and should be painted as soon as they begin to corrode or rust.
- 4—Ornamental iron work usually has to be detached from its wood or concrete base. Repairs often require heating or welding.
- 5—Columns which support roofs or canopies should not be tampered with. Loosening or removing them may bring down the whole works.
- 6—Gutters and leaders should be repaired by a sheet metal worker. If they are within safe reach any homeowner can clean, repaint them.
- 7—Roof work, even recementing ends of shingles, should not be attempted by amateurs where the roof pitch is steeper than 5 feet in 12. When working on any roof, amateur should stay on hands and knees.
- 8—Chimneys that are easily and safely reachable may be repainted or refilled with prepared mortar. Chimney and roof flashings should not be touched except to patch with roof cement. To repair or replace them properly the roof covering must be removed and this is definitely a project requiring skill and experience.
- 9—On outside chimneys, refilling mortar is considered safe for the amateur only if he works 10 feet or less above ground level.
- 10—The homeowner should limit himself to quieting squeaks by nailing the edge of treads to risers. Skilled workmanship is necessary for major jobs if the stairs are to be safe.
- 11—Electrical wiring, such as installing new outlets, should be done only by a competent electrician to comply with the National Electrical Code. The homeowner may void his insurance if he does it himself. He should stick to replacing fuses and bulbs.
- 12—Fooling with hot or cold water pipe repairs is likely to result in serious damage—tearing rusty galvanized pipe, perforating copper tubing or rupturing joints all along the line.
- 13—House drainage system of heavy cast iron pipe should not be broken into except by a professional plumber. Homeowner should only clean with a snake as far as he can reach through the trap screw and clean-out plugs which he can open with a wrench.
- 14—Furnace mechanism should not be tampered with except to clean flues with a wire brush on an iron handle or to put oil in prescribed oil cups on the motor. Air and fuel supply should be adjusted by an expert to get most efficient and economical flame.
- 15—Footings should not be touched. Any unprofessional attempt to dig underneath them and pour in more concrete may result in the collapse of the foundation walls, rather than their stabilization.



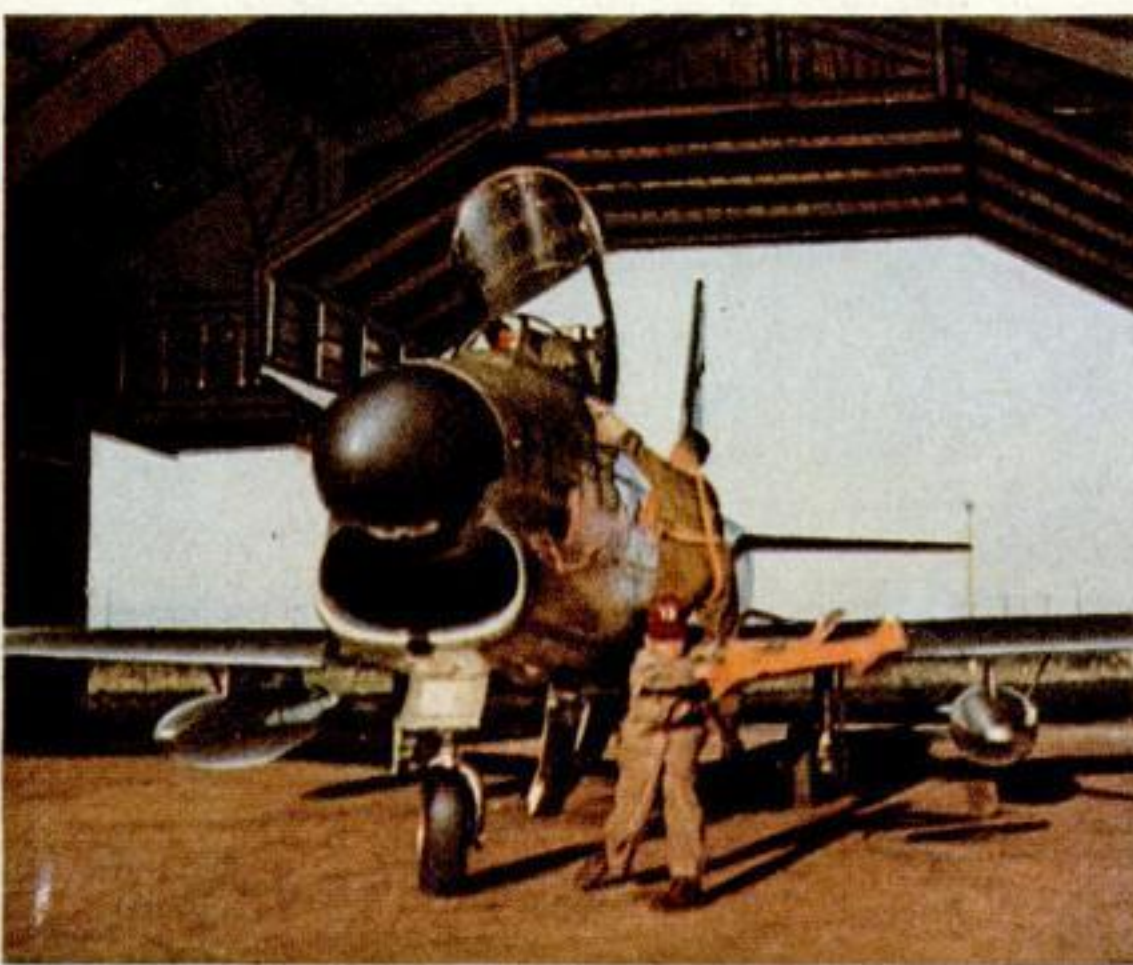


5¢ - Enough said





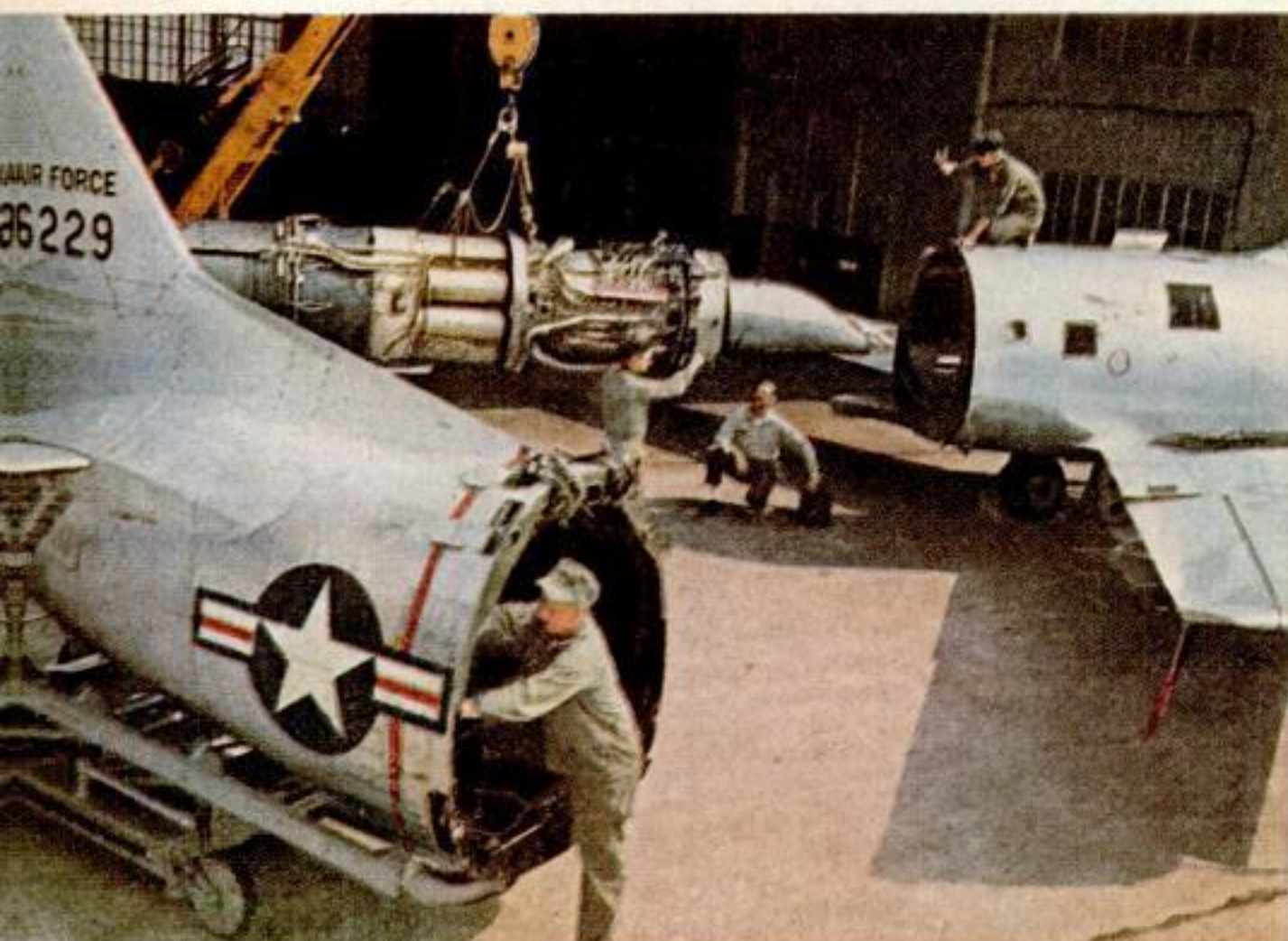
**1. RADAR SCOPES** (foreground) supply information on airborne objects in a wide area. This information is plotted on huge plastic boards. If an intruder can't be identified, controllers order interceptors into the air immediately.



**2. FULLY-ARMED PLANES** are stationed in hangars at end of runways. As alarm sounds, pilots, crew dash for planes, doors open, engines start. Within minutes, plane is on its way, directed by radio toward intruder.



**3. KNOCK-OUT PUNCH** is delivered by rockets. Each F-86D can carry 24. Fast interception demands maximum engine performance. G-E automatic electronic engine control leaves pilot free to concentrate on target approach.



**G-E JET ENGINES** are changed by splitting the plane and pulling the tail portion away. G-E technical representatives (kneeling in picture) are stationed at most bases to help servicing engines, maintaining liaison between G-E and Air Force.

**TEST STAND.** This G-E jet engine, having had a periodic check-up, is being mounted on a test stand prior to run-up. Despite exacting engine requirements on interceptor-type missions, jets are easier to maintain than piston engines.







**SCRAMBLING UPSTAIRS** to intercept unknown aircraft, the Air Defense Command pilot of this North American F-86D interceptor kicks in the afterburner of his powerful General Electric jet engine, giving him a tremendous surge of power to rush him to intercept-altitude.

# TWENTY-FOUR HOUR GUARD OVER AMERICA

## Air Defense Command pilots get upstairs within five minutes of alert in General Electric powered North American Aviation F-86 Sabre Jets

Nearly every day—good weather and bad—Air Force pilots of the Air Defense Command jump to the sound of a blaring klaxon, telling them to “scramble!” Less than five minutes later their F-86 Sabres, powered by General Electric J47 jet engines, are streaking down the runways. Their mission: seek out the cause of the warning, identify it, and—should it prove unfriendly—destroy it. So far, fortunately, all the alarms have been caused by friendly aircraft.

### Equipment constantly being improved

To carry out this immense air defense job around the clock, the Air Force is constantly

improving the performance of its men and equipment. Engineers and specialists of General Electric are helping supply ever more powerful jet engines. The J47 engines which power such planes as the North American F-86 Sabre Jet and the Boeing B-47 bombers have proved the ability of these engineers to design and build for the Armed Forces the tools of defense they so vitally need.

### 1960's engines being planned now

Today, the jet specialists of General Electric already are designing the engines that may power the planes of 1960 at speeds two and

three times greater than speeds of today. National defense is a long-range proposition, requiring years of teamwork, careful planning, and closest possible cooperation between Armed Forces and American industry. *General Electric Company, Schenectady 5, New York.* 232-5

**ENGINEERS:** General Electric is constantly adding to its staff of highly skilled engineers and scientists. If you have a background of successful, creative engineering, and are not now in defense production, send your qualifications to our Technical Personnel Service Dept., Section B, Schenectady 5, N. Y.

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**SEE YOUR FAVORITE STARS** in the finest television dramas on the General Electric Theater, with Ronald Reagan as your host each Sunday night on CBS-TV.

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## Daddy's going to love this Franco-American Spaghetti!

ONE OF the most remarkable things about Franco-American Spaghetti is the way *every member of the family* goes for it.

Kids adore it. They think it's such *fun* to eat, and they start begging for a "taste" the minute they spy Mother preparing it.

Grown-ups are just as enthusiastic. That enticing tomato sauce in Franco-American Spaghetti is so delicious that many families say they like it even better than the homemade kind.

Fortunately for you, Franco-American Spaghetti is more than just a good-tasting addition to the menu. It's a *nutritious* food, too.

For instance, did you know that a serving of Franco-American Spaghetti supplies important body-building proteins? And that it has *energy* which everybody in the family needs every day?

As in all Franco-American foods, the ingredients that go into our Spaghetti are superlative. Aged natural Cheddar cheese.

Tomatoes that have grown round and red and juicy on the vine.

And on the practical side, there's another reason why Mamas, particularly, have helped make Franco-American the most popular Spaghetti of all. It's easy to prepare, and costs less than 8 cents a serving.

If you haven't treated *your brood* to Franco-American Spaghetti lately, why not surprise them with this delectable dish soon? Like tonight, for example.







**ALMOST READY**, tiny Kathy wears a pink nylon dress with a pleated crinoline. Here she holds an extra petticoat her mother brought in case the crinoline proved too scratchy.

## Kathy's Dancing Debut

**AN EAGER THREE-YEAR-OLD STUDENT REALIZES A LIFELONG AMBITION**

On a Saturday night shortly after her third birthday, Kathy Schaberg put on a new pink dress and prepared for the first public display of a talent she had clamored to demonstrate ever since her playpen days. Kathy had barely learned to stand when she began mimicking her older sister and two brothers who came home each week with fascinating new gyrations they had learned in a Stamford, Conn. dancing

school. This fall an eager Kathy was finally permitted to enroll as the youngest student in the school which is run by a remarkably successful instructor named Phil Jones. Mr. Jones, who teaches 1,700 children, aged 3 to 18, gave Kathy six lessons before the benefit recital he recently staged at the high school. Kathy clearly remembered everything he had taught her to do—in her own special fashion (*next page*).



## AN UNRUFFLED KATHY GOES IT ALONE

Having one dress rehearsal behind her, Kathy launched her stage career with the air of an old trouper. Her dancing was spryly confident and cheerfully off the beat. She was always up when the others were down or spinning after the others had spun. But she performed with

such poised delight that the audience's applause gave the impression Kathy was right and everybody else wrong. Afterward Kathy sat in the back of the auditorium and watched the skillful older dancers (p. 212) discover that Kathy's imprecision was a hard act to follow.



**IRREPRESSIBLE**, Kathy kept moving about the auditorium during dress rehearsal, roaming the

aisles inspecting all the parents. Her mother gave up restraining her, admitting, "She's just a big ham."



**HUGGING HERSELF** in "bake-a-cake" number, Kathy looks to Linda Davidson, 6, for guidance.

JUST BEFORE CURTAIN PARTED FOR OPENING NUMBER, "THUMBELINA," ALL GIRLS BUT KATHY TAKE A DEEP BOW POSITION AND WAIT FOR THE MUSIC.







Finding she was one count behind, Kathy, with no loss of spirit, hastened to catch up to other dancers.



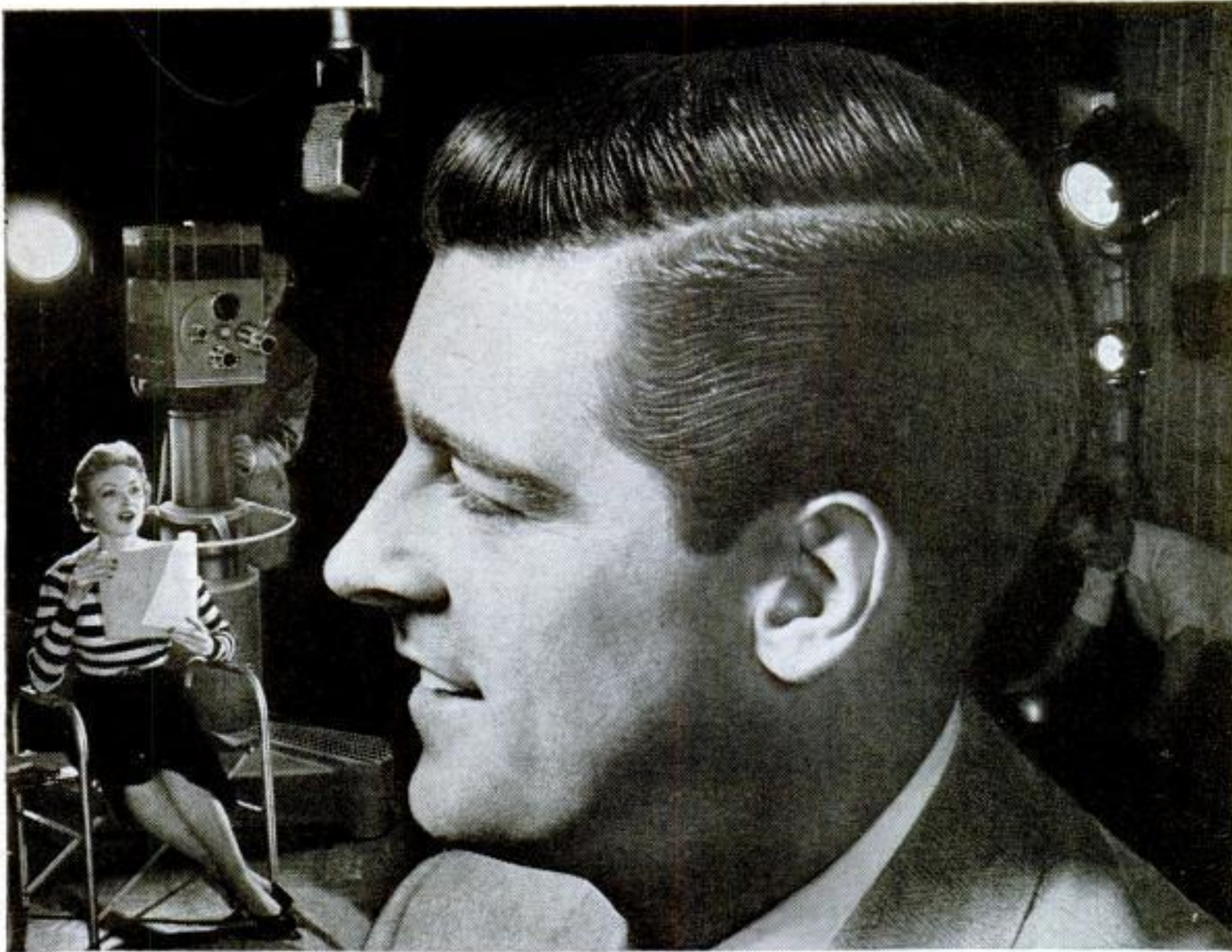
**QUICK KICK** still finds Kathy trailing the rest of the group by a gesture. The other girls are waving

to the audience as they begin their exit. Kathy finished her kick and then happily shuffled off.

AS THE OTHERS RESUMED STANDING POSITION KATHY BOWED AND WENT ON UNRUFFLED TO DO THE WHOLE NUMBER JUST ONE MOVEMENT BEHIND THE REST







Dick Hageman, popular TV announcer, says: "Vitalis keeps my hair neat without a trace of grease."

## NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY

**New Vitalis with V-7 makes even dry, unruly hair easy to manage**

V-7, the *greaseless* grooming discovery now in Vitalis, outdates messy oils . . . doesn't "pile up" on your hair. You can use Vitalis as often as you like—even every day

—yet never have an over-slick, plastered-down look.

What's more, Vitalis gives your hair wonderful protection from dryness . . . makes it behave even after a shampoo or drying outdoor exposure. Try new Vitalis Hair Tonic—you'll like it!



Product of Bristol-Myers

**New VITALIS® Hair Tonic with V-7®**

*Jewels by*  
**BOGOFF**

**Starfire...**  
the fiery brilliance of diamond-like rhinestones—so distinctively Bogoff. Necklace about 10.00 drop earrings about 4.00 button earrings about 3.00 bracelet about 7.50 . . . plus tax.

at fine stores everywhere—  
for store nearest  
you write:  
JEWELS BY BOGOFF, creators of fine costume jewelry  
• 366 Fifth Avenue • New York • Chicago • Los Angeles  
Only the original bears the name BOGOFF stamped on the back



**OLDER PUPILS** at the Jones school hold their final rehearsal of novelty, ladder dance number. Their favorite rehearsal outfit is Bermuda shorts.



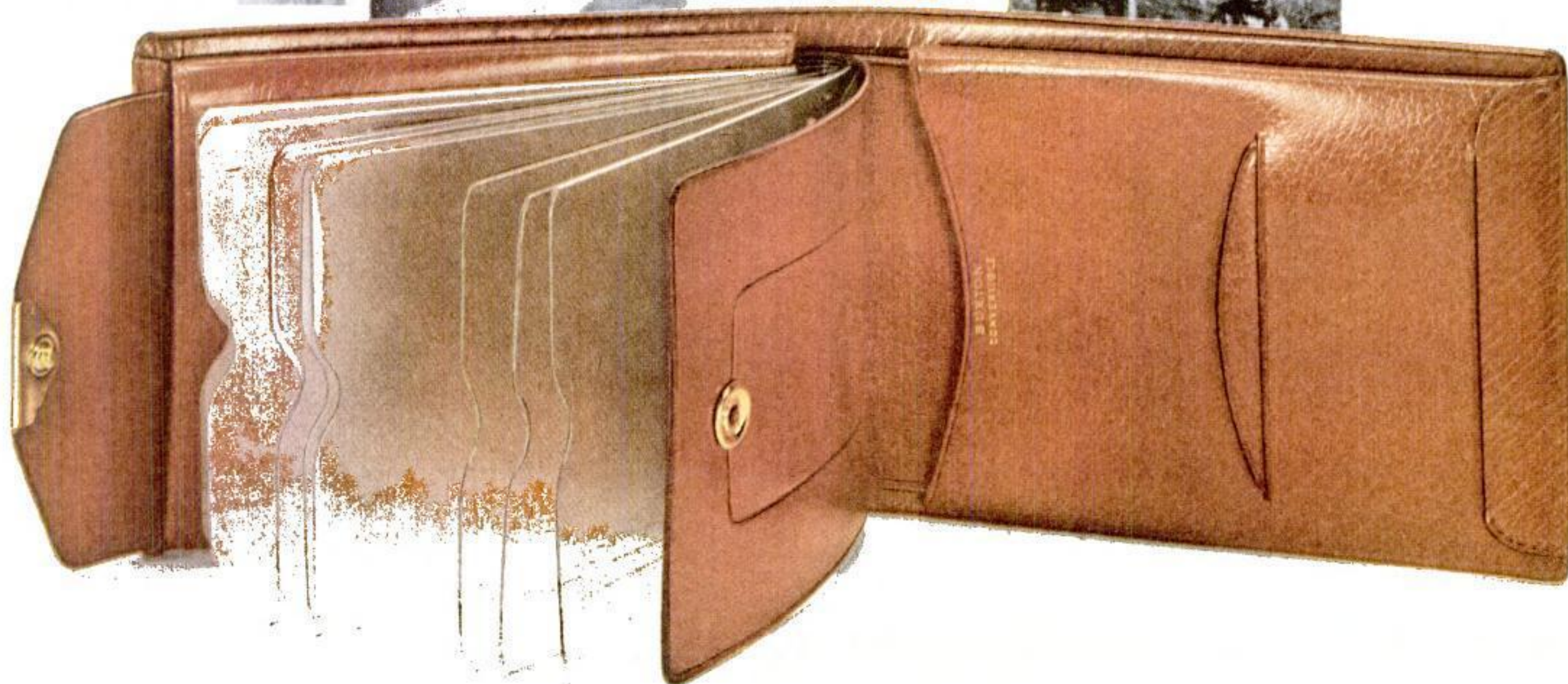
**SUDDEN STOP** of music "freezes" students. At rehearsal Jones tweaks "frozen" Eddie Westcott.



**JUNIOR PUPILS**, age 7 to 10, do fancy tap dance called "Lovely Weather for Ducks." The girls not only danced but sang song and twirled umbrellas.

CONTINUED ON PAGE 214





all 21 pictures and cards on this page can be carried on view

No more need to stuff one picture behind the other. Thanks to Buxton's exclusive Flickbar you can actually *show* up to 21 snapshots or credentials in the removable photo-card case. The Flickbar works as simply as a looseleaf binder so you can add windows quickly, securely. The billfold comes with enough windows to show 9 photos or cards. Extra sets are only a quarter. The perfect gift to give or receive, the Convertible is priced from \$5 to \$12.50. In a wide variety of handsome leathers and colors.

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*best for your money*

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only  
Chocolate Milk  
that makes itself!



**NO BEATING, NO SHAKING**  
Just add 2 teaspoons of QUIK to your glass of cold milk, give it a brief stir, and it's ready! It stays chocolaty all the way down, never separates.



**THE VERY BEST CHOCOLATE**  
Only Nestlé's gives you that true, rich chocolate flavor, that creamy rich chocolate-bar smoothness. 'Cause Nestlé's makes the very best chocolate.



# NESTLÉ'S Quik

© 1954, The Nestlé Company, Inc.



**TALLEST BOY** in polka number, Don Hurley, 18, twirls Mary Ann Thompson, who is 8 years old. Polka was only dance which had students of all ages.



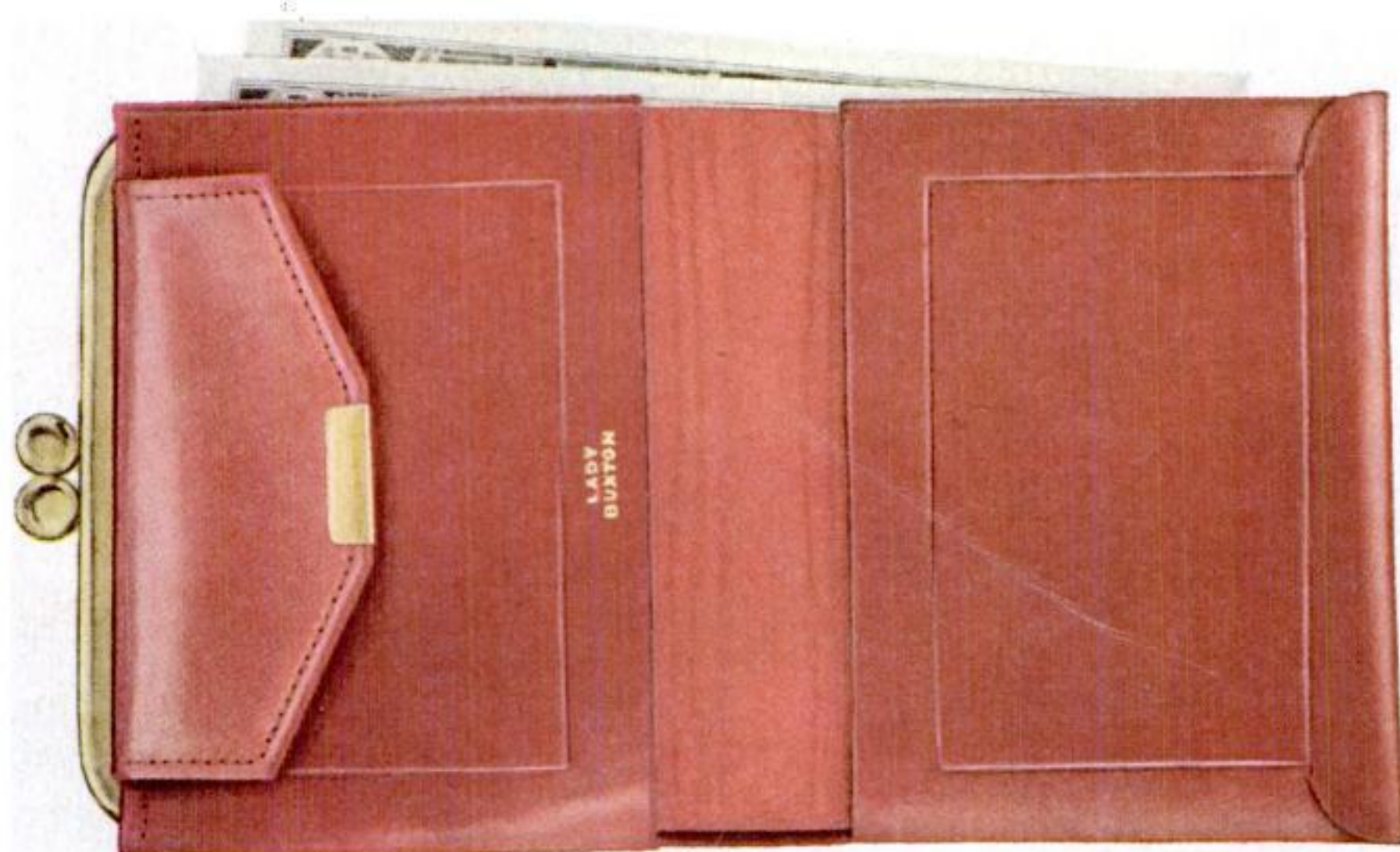
**TALLEST GIRL**, Barbara Jensen, 18, polkas with Ricky Jubyna, 9, who is star Phil Jones pupil. Later Barbara did a modern dance solo she staged herself.





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you put your bills in the billfold...



you take them out of the coin purse!



Now you won't have to go through a juggling act to get at your coins and bills. Right in the coin purse is an exclusive Buxton feature... a hidden slot that lets you slip bills out one at a time without unfolding the purse. Compact, spacious, with full-size windows for photos and cards. It's a wonderful gift idea too. Shown in rich California Saddle leather, \$7.50. Other leathers and colors priced from \$5 to \$10.

ALL PRICES PLUS TAX

**LADY BUXTON** *best for your money*

BUXTON INC. • SPRINGFIELD, MASS. ©1954





## WORM PROVIDES TURNS FOR TWO

Ike and Mike are a pair of young screech owls adopted by Betty Carnes of Tenafly, N.J., whose hobby for 10 years has been caring for orphaned or injured birds. The most recent of some 390 owls she has taken under her wing, this pair mysteriously dropped down a woman's chimney in nearby Nyack. Mrs. Carnes installed them in her bird convalescent home, a screened-in porch, and fed them on mice, worms,

insects and ground meat, with bits of string cut up in it for roughage. A New York photographer visited the aviary to take their picture. As a grosbeak, a thrush, a mallard and four cedar waxwings looked on from their cages, Mrs. Carnes held out a worm. Ike seized one end, Mike the other, and the tug of war was on. The contest ended in a split decision when the worm, stretched to its extremity, broke in half.



# NOTICE TO PERSONS SEEKING CHRISTMAS GIFTS

The joyful Season of Christmas being upon us, many Persons will wish to delight the hearts of Friends and Acquaintances with Meritorious Gifts.

All are respectfully informed that HIRAM WALKER & Sons, Distillers, offer for sale a Quantity of highly elegant Glass Decanters containing the fine straight Bourbon Whiskey that bears their name; WALKER'S DELUXE.

The Decanters represent a Triumph in the Art of native American glassware; their Beauty suffices at a glance. The Whiskey put into them is held

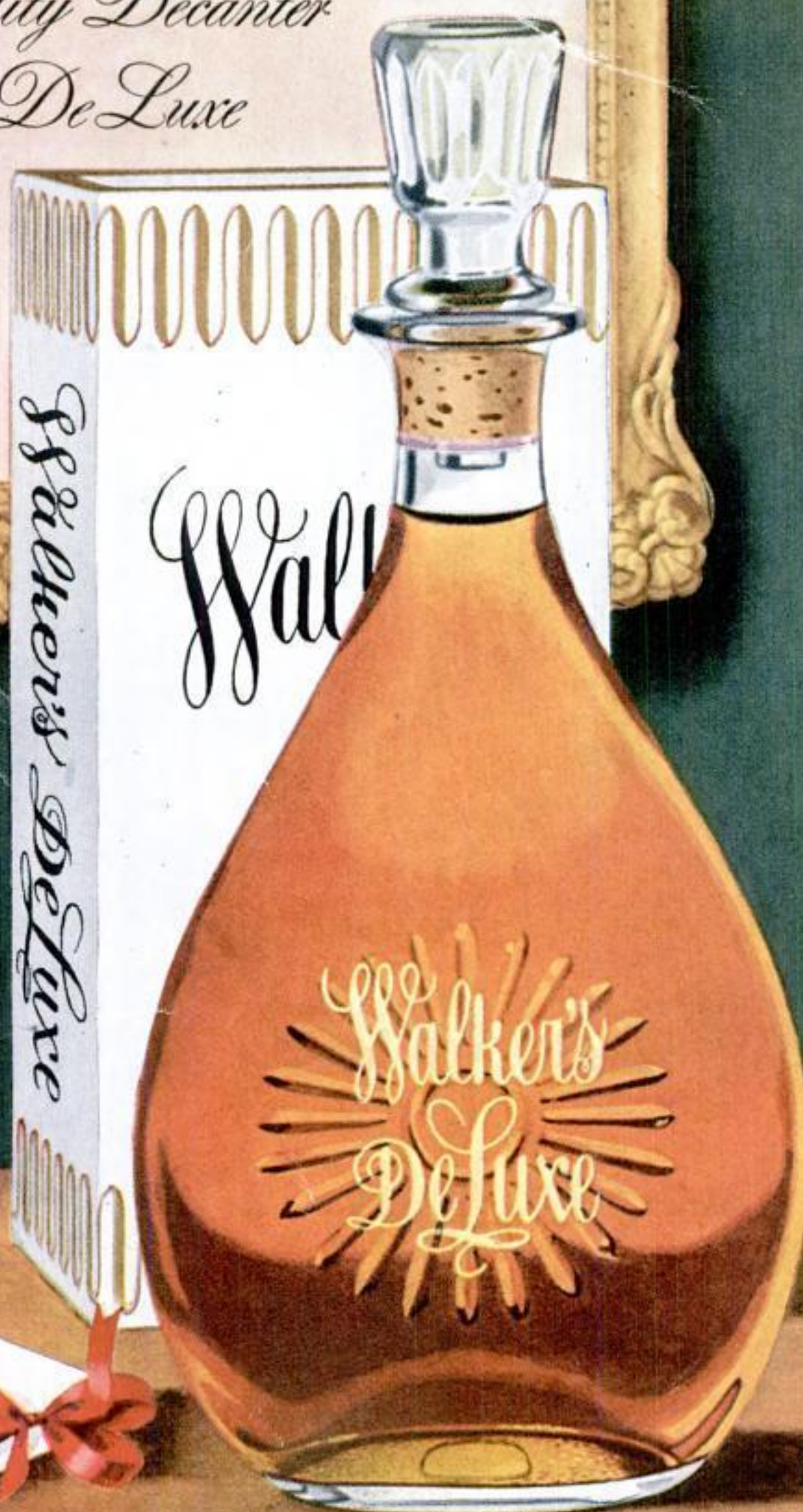
to be unsurpassed by any other. It is made of purest grain and aged fully 7 yrs. in Barrels of charred Oak.

Owing to their handsome Appearance and the excellence of their contents, these Decanters are greatly recommended to Persons of Taste, both as Gifts and for their own Entertaining. Those blessed with many Friends may wish to purchase by the Case.

Persons desiring to make a most felicitous choice of Gifts are advised to visit a Dealer in Liquors and inquire for the Hospitality Decanter.

## *The Hospitality Decanter of Walker's De Luxe*

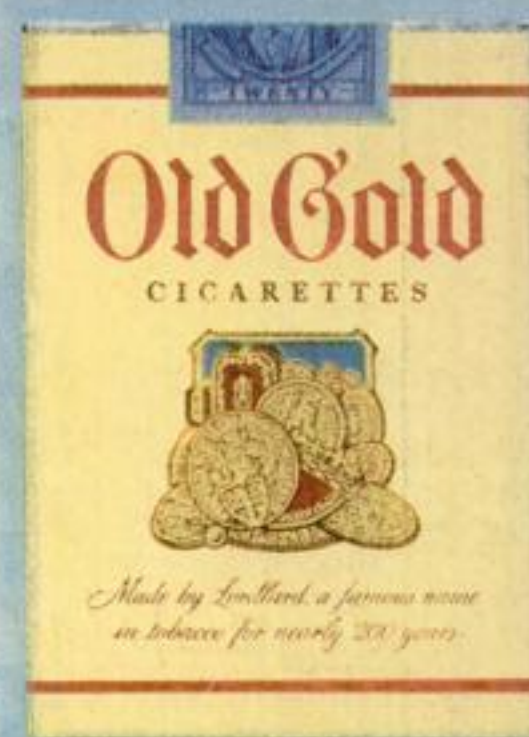
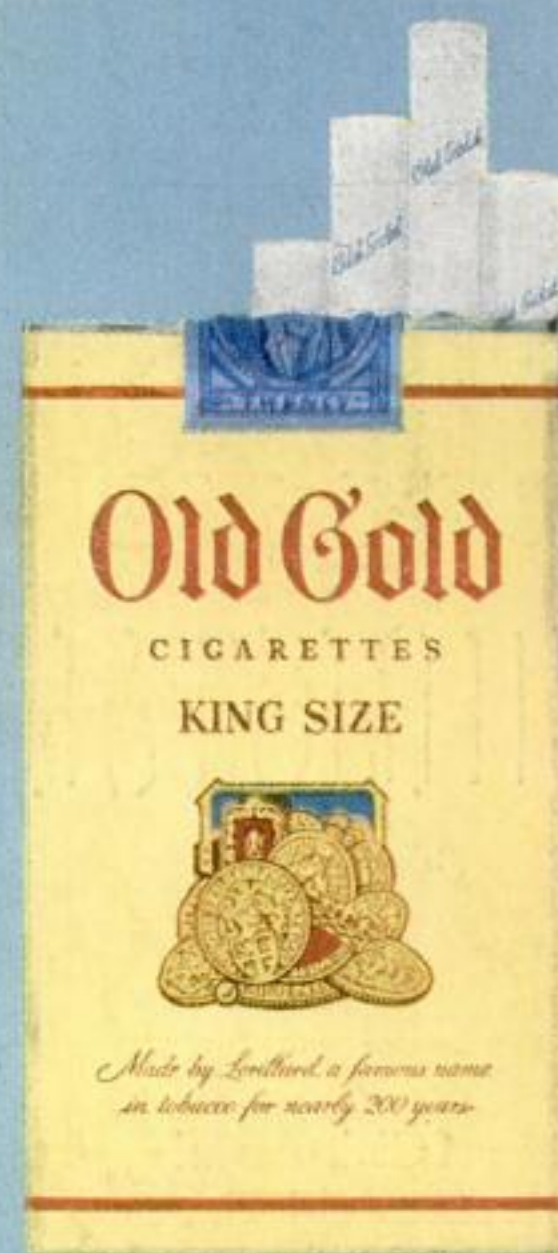
STRAIGHT BOURBON WHISKEY  
90.4 PROOF  
HIRAM WALKER & SONS INC.  
PEORIA, ILLINOIS





If you're searching  
for a treat you can trust...  
let an **Old Gold**  
come to the rescue

America's  
First Family  
of Cigarettes



When you're snowed under by office work or household chores, let an Old Gold come to the rescue. Light up and relax with this pleasant thought:

Ever since 1760 the makers of Old Gold have provided the soothing comfort of fine and friendly tobaccos to millions and millions of people.

Yes, nearly 200 years of tobacco experience—almost double the experience of any other tobacco company in America—makes every Old Gold a treat you can trust.

*P. Lorillard Company*  
Established 1760

